Consistency Pays Off for Houston Spray Texture Contractor

Acous-Tex Company applicator applies spray texture finish to a prime coated ceiling on a home in a Houston area development.

If nothing else, the Acous-Tex Company is consistent.

Since moving into the Houston, TX, market 15 years ago, this wall and ceiling spray texturing contractor has managed to increase its share of the area's texture work by consistently providing outstanding service and quality.

As a result of all this consistency, Acous-Tex is now the single largest texturing contractor in the city, currently handling the majority of all multi-family texturing work in the Houston area. In recent years, the company has also made major inroads into the city's custom residential and commercial texturing markets.

According to Steve Carson, Acous-Tex vice president, there's really no big secret behind the company's success. “Our philosophy is simple,” he says. “We try to offer the best customer service, and we try to deliver the highest quality finished results possible.”

“We have five large radio-equipped texture rigs,” he adds. “And that enables us to get to jobs when we’re needed—even on very short notice.”

Once on the job, Acous-Tex delivers exceptionally high-quality work.

“We're able to deliver high-quality work because our crews are experienced and because we use only the best equipment and materials.”

Textures are currently most widely used on the West coast, Southwest, South and Southeast.

Texturing provides two major benefits: it adds appealing decorative design to walls and ceilings; and it hides minor imperfections in drywall and concrete surfaces.

There are two basic texture application methods: hand- or roller-applied and spray-applied. Spray applications generally provide a more uniform look. They also apply much more quickly.

Aggregated textures must be spray-applied. Aggregates are available in a wide range of looks—from coarse to fine. They are designed for ceilings and other surfaces which are not subject to frequent touching.

Unaggregated textures are suitable for use on both walls and ceilings and can be either spray or hand-applied. Like aggregate textures,
The experience of the Acous-Tex applicators yields consistently high-quality results.

they can be used to create a wide range of effects.

According to Carson, Acous-Tex crews almost always use un-aggregated textures.

No matter what type of texture is being used, the surface should be prepared using the same techniques as used for paint or other standard finishes. Application of a prime coat or an undiluted coat of flat latex with high solids content over the entire drywall surface is especially important because textures are subject to joint banding caused by variations in porosity between the gypsum panel surface and the joints treated with joint compound.

According to Carson, the spray texture market in the Houston area is growing, especially in custom home and commercial applications. As the overall market grows, so too will business for Acous-Tex...just as long as it is able to consistently deliver superior service and quality.

—Photos courtesy of United States Gypsum Company

"On single-family ceilings, the trend is going strongly towards an unaggregated knockdown look," he notes. "And most of the side walls we do now are unaggregated splatter texture."

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