

# Advanced Green Insulation Celebrates 13 Years of Excellence in Energy-Efficient Solutions

BOSTON, MA, UNITED STATES, May 23, 2025 /EINPresswire.com/ -- In an industry where progress often happens behind walls—quite literally—few companies have shaped the built environment of New England over the past decade quite like Advanced Green Insulation. Now celebrating its 13th year in business, the firm stands not just as a technical expert in insulation, but as a case study in how vision, resilience, and immigrant grit can transform a local market.

Founded in 2012 by Jesus Barroso, a Brazilian immigrant who arrived in the United States with only \$40 in his pocket, Advanced Green Insulation began with no headquarters, no staff, and no safety net. Just an idea. Thirteen years later, the company has emerged as one of the

region's most respected insulation contractors, operating across Massachusetts and neighboring states with a team of trained professionals and a reputation for high-performance results.

But its story starts far from Rockland, Massachusetts. Barroso was born in Rio Vermelho, a rural village in the Brazilian state of Minas Gerais, where electricity only reached his childhood home when he was 12. The modesty of that beginning shaped his worldview. By 18, he had decided to leave Brazil in search of opportunity—arriving in the United States without speaking English and without any formal connections.

He found his footing in the margins of the labor force—cleaning supermarkets at night, delivering pizzas, and eventually working construction jobs. It was in 2007, while on a job site, that Barroso was first introduced to the insulation trade. He took to it quickly, learning not just the technical aspects but also the business mechanics behind it.



“I realized insulation wasn’t just about energy efficiency,” he would later say to a colleague. “It was about comfort, safety, sustainability—and giving people control over their homes.”

With five years of experience and a strong belief in the value of the service, Barroso founded Advanced Green Insulation in 2012. The company focused initially on spray foam—a method known for its high energy efficiency, moisture control, and soundproofing capabilities. Over time, they expanded to offer cellulose and fiberglass options, as well as structural fireproofing solutions for both residential and commercial projects.

Today, the company’s portfolio includes:

**Spray Foam Insulation:** Offering high R-values, air sealing, sound dampening, and resistance to moisture.

**Cellulose & Fiberglass Blow-In:** Sustainable and cost-effective options that meet code and performance standards.

**Fireproofing Applications:** Enhancing structural safety, particularly in multi-family housing and commercial builds.

**Advanced Fireplace Division:** Installation of energy-efficient electric, gas, and wood fireplaces, merging aesthetic value with functional heating.

While insulation rarely captures the public imagination, its impact on daily life is profound. According to data from the U.S. Department of Energy, proper insulation can reduce heating and cooling needs by over 15%—a critical factor in regions like New England where energy costs are among the highest in the nation.

Barroso’s firm plays a meaningful role in that ecosystem. Advanced Green Insulation not only installs materials but advises architects, builders, and homeowners on best practices for energy performance. Their work reduces utility costs, improves indoor air quality, and supports broader environmental goals by lowering a building’s carbon footprint.

Yet for all its technical success, what makes Advanced Green Insulation stand out is its cultural DNA. The company is a reflection of its founder’s ethos: self-reliance, precision, and community uplift. Barroso has since grown the operation into a broader holding group—the Advanced Group—which includes five affiliated companies:

Advanced Green Insulation

NESFA Supply

## Advanced Group Development

AGI do Brasil

MV Insulation Solutions

Together, these companies employ hundreds and contribute meaningfully to their local economies. Yet even as the enterprise has grown, it has resisted the impersonal corporatization common in the construction sector. “Jesus still walks job sites,” said one longtime employee. “He knows everyone’s name. He still teaches the new guys how to read a thermal map.”

Industry peers and analysts point to the company as an emerging model for sustainability-focused contracting. Their materials are sourced with environmental impact in mind, and their workforce development programs are tailored to upskill underrepresented labor pools—often immigrants like Barroso himself.

That commitment has not gone unnoticed. In recent years, the company has been featured in regional trade publications and invited to share its practices at energy efficiency forums. Yet Barroso has resisted the spotlight. “We don’t need a stage,” he told a group of apprentices earlier this year. “Our work speaks in square footage.”

His humility belies a deeper ambition: to expand the culture of insulation as more than a retrofit measure, but as a front-line tool for environmental stewardship. “When you insulate right,” he often says, “you build equity—for the homeowner and for the planet.”

As the company enters its fourteenth year, it finds itself at an inflection point. The Inflation Reduction Act has renewed focus on energy-efficient upgrades. Municipalities across Massachusetts are tightening building codes. Homeowners are increasingly attuned to climate resilience and indoor air quality.

In that context, Advanced Green Insulation is more than ready. With a growing team, expanded service lines, and a founder who sees purpose in every project, the firm is poised to help define what sustainable construction means in the next decade.

Thirteen years ago, it was just a van and a vision. Today, it’s a company building not just homes—but legacies.

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+1 978-767-0630

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