

## Coltala Holdings' Trudela Partners Completes Third and Fourth HVAC Acquisitions in the First Quarter of 2020

With the acquisition of North Texas Heating and Air Conditioning, Inc. and Big Bear Air Conditioning and Heating, Trudela Partners has completed coverage of Collin, Denton, Dallas and Tarrant counties representing 75 percent of the DFW Metroplex.

Dallas-Fort Worth, Texas (PRWEB) March 19, 2020

Coltala Holdings' HVAC acquisition platform Trudela Partners, a leading provider of residential heating, ventilation, air conditioning, and indoor environmental filtration technology, is pleased to announce the third and fourth additions to their portfolio in just the first quarter of 2020.

With the acquisition of [North Texas Heating and Air Conditioning, Inc.](#) in Denton and Frisco-based [Big Bear Air Conditioning and Heating](#), Trudela now serves four counties in the Metroplex with coverage of over 75 percent of the DFW geographic footprint.

Both companies provide quality residential service, installation and replacement, and are strong legacy brands with excellent reputations in the DFW market. With the expansion of territory and technicians, Trudela can provide rapid, world-class service anywhere in Dallas - Fort Worth.

"North Texas and Big Bear afford Trudela strategic access to the growing population in the northern corridor of the Metroplex," remarked Trudela CEO Paul Adams.

### ABOUT NORTH TEXAS HEATING AND AIR CONDITIONING

North Texas Heating and Air Conditioning was founded by Rodney Preston in 1996. He attributes his company's success to his "Golden Rule" philosophy of business. "When you treat customers as you would be treated, you inspire loyalty, generate repeat business, and get lots of referrals," he declared. As to why Preston chose Trudela he said, "Because they share our core commitment to treating people right."

Coltala CEO [Ralph Manning](#) commented, "It's gratifying to see the growth in Trudela and the high-quality DFW brands choosing to partner with us. These are truly businesses of significance."

### ABOUT BIG BEAR AIR CONDITIONING AND HEATING

Diel Rojas started Big Bear Air Conditioning and Heating in 2006 after having worked for other HVAC companies. Recognizing that "there was something missing" when dealing with customers, he set about to provide service that was "a cut above the rest." On why Rojas chose Trudela he said, "Because I believe the Trudela team cares about the customer as much as I do."

Former naval intelligence officer and current Coltala Holdings president [Edward Crawford](#) added, "We are privileged and honored to serve in the homes of our local community especially during this coronavirus crisis. As more Americans are working from home and sheltering in place, healthful indoor air quality has never been more important."

### ABOUT CORONAVIRUS-MITIGATING HVAC TECHNOLOGY

The Trudela HVAC companies employ a variety of whole-house filtering technologies, some of which capture pathogens as small as 0.1 microns (700 times smaller than the thickness of a human hair). While Trudela can make no claims of medical efficacy, validated tests have shown the technology to result in a greater than 99 percent reduction in airborne viruses similar to that causing Covid-19.

### ABOUT TRUDELA

Trudela Partners is a DFW-based company specializing in home service repairs and maintenance. We focus on providing our customers with an exemplary customer experience through preventive maintenance and a first-time fix approach on service appointments. With over 70+ years in combined home services experience, the Trudela Partners team is committed to operating with honesty and integrity in everything we do and treating our customers like family.

The Trudela Executive Team includes Paul S. Adams, Chief Executive Officer overseeing all areas of the company's business including operations, sales, and marketing; Eric Shaw, COO with over 20 years of HR and operations experience in the manufacturing, retail, financial services and contracting industries; Mark Carlson, VP People and Culture with nearly 20 years of operational HR experience in building and leveraging Culture, Organizational Development, Talent Acquisition & Management, Succession Planning, Performance Management and Employee Relations.

Trudela Partners  
8900 John Carpenter Freeway



The Trudela Team - M. Delmore, J. Harelson, E. Shaw, P. Adams, M. Carlson

“ Our focus is on providing a healthy and comfortable indoor environment for our customers.~  
Trudela CEO Paul Adams ”

### Contact

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### Attachments



[Coltala CEO Ralph Manning and President Edward Crawford](#)

Coltala CEO Ralph Manning and President Edward Crawford

[The Trudela Logo](#)  
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[The Coltala Holdings Logo](#)  
The Coltala Holdings Logo

[The Big Bear Logo](#)  
The Big Bear Heating and Air Conditioning Logo

[The North Texas Heating and Air Logo](#)  
The North Texas Heating and Air Logo

[Trudela - covering 75% of DFW](#)  
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3/18/2020

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Dallas TX 75247

HVAC businesses interested in joining the Trudela team should contact Paul Adams at [paul@trudela.com](mailto:paul@trudela.com).

LEARN-MORE LINKS

Coltala Holdings – Building Businesses of Significance – <http://coltala.com/>

Trudela Partners – The Proven Home Service Professionals – <http://www.trudela.com/>

North Texas Heating and Air Conditioning, Inc. – Your Local HVAC Experts – <https://www.nthac.com/>

Big Bear Air Conditioning and Heating - Customer-centered, Up Front and Honest - <https://www.bigbearair.com/>

ABOUT COLTALA HOLDINGS::

Trudela is proud to be a member of the Coltala family of businesses. Coltala is committed to being conscientious stewards of company legacies and to working with you and your team to take your company to the next level. Coltala is actively seeking potential acquisition targets that share our passion for operational excellence, continuous improvement and authentic and principled business stewardship.

Businesses interested in joining the Coltala Family should contact Co-founders Ralph Manning and Edward Crawford at [info@coltala.com](mailto:info@coltala.com)

For more information, please follow Coltala Holdings on:

LinkedIn at <https://www.linkedin.com/company/coltalagroup> (Coltala Holdings)

Twitter at <https://twitter.com/coltalagroup> (Coltala Holdings)

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