

Louisiana Entrepreneur Launches Operational Systems Platform for Trades Contractors

New digital products platform gives trades contractors — HVAC technicians, plumbers, electricians, roofers, general contractors, and owner-operators — the documented systems to scale revenue and reclaim time off the tools.



Marrero, Louisiana Jun 7, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Heath Thiel, a veteran of nearly 12 years in industrial and field operations, has launched **TradeStack Digital LLC** (tradestackdigital.com), a digital products company purpose-built for blue collar business owners in the skilled trades. The platform offers

ready-to-deploy standard operating procedures (SOPs), operational playbooks, hiring systems, cash flow recovery tools, and business scaling frameworks designed specifically for HVAC contractors, plumbers, electricians, roofers, general contractors, painting contractors, landscapers, pest control operators, and other trade business owners at the \$300,000–\$1 million revenue stage.

"Most trades businesses don't fail because the owner isn't good at the work," said Thiel. "They fail because nobody ever taught them how to run a business — and by the time they realize it, they're already bleeding."

TradeStack Digital addresses a documented gap in the trades market: the absence of trade-specific, done-for-you operational documents at an accessible price point. While enterprise field service management (FSM) software platforms charge contractors \$200 to \$350 per technician per month, and business consultants bill \$5,000 to \$15,000 to build custom systems, TradeStack delivers comparable operational frameworks starting at \$199 per trade-specific document pack.

A Platform Built for Every Trade

TradeStack Digital's product library spans multiple skilled trades verticals, serving:

- **HVAC contractors and technicians** — residential and commercial HVAC service, installation, diagnostic, and maintenance operations
- **Plumbing contractors** — residential service plumbing, commercial plumbing, drain cleaning, and emergency dispatch operations
- **Electrical contractors** — residential electrical, commercial electrical, low-voltage, and industrial wiring operations
- **Roofing contractors** — residential roofing, commercial flat roofing, storm damage restoration, and guttering operations
- **General contractors** — subcontractor coordination, project management, safety compliance, and job costing
- **Painting contractors** — residential and commercial painting, estimating, crew deployment, and quality control
- **Landscaping and lawn care businesses** — crew scheduling, route optimization, client communication, and seasonal operations
- **Pest control operators** — service documentation, chemical compliance, route management, and technician protocols
- **Flooring and tile contractors** — installation quality standards, subfloor inspection, and project closeout processes
- **Concrete and masonry contractors** — mix design documentation, job site safety, and project handoff procedures
- **Welding and fabrication shops** — safety SOPs, quality inspection protocols, and job documentation
- **Septic and drain service operators** — regulatory compliance, service documentation, and dispatch protocols
- **Pool and spa service contractors** — recurring maintenance routes, chemical documentation, and service closeout
- **Fire protection and sprinkler contractors** — inspection logs, code compliance checklists, and service documentation
- **Commercial refrigeration technicians** — preventive maintenance SOPs, service reporting, and regulatory documentation

The Problem TradeStack Solves

According to Thiel, the average HVAC contractor, plumber, or electrician operating at the \$400,000 to \$700,000 revenue level is losing over \$41,600 per year to unbilled jobs alone — the result of running a business from memory rather than documented process. Add unqualified hires (\$3,000 to \$8,000 per bad hire with no onboarding SOP), OSHA exposure from undocumented safety incidents (\$50,000 or greater in potential fines), and the compounding cost of callbacks caused by inconsistent field standards, and the financial case for operational systems is clear.

"The villain isn't a competitor — it's chaos," Thiel said. "A roofing contractor operating without a written dispatch SOP and an electrician without a documented billing process are losing money in the same way, for the same reason."

TradeStack's flagship products include Trade Packs — trade-specific SOP bundles priced at \$199 — a Starter Pack with ten foundational documents for \$999, a Pro Operations stack with thirteen documents for \$2,499, and a forthcoming Financial OS with thirty-four documents for \$4,999. A free Cash Recovery Kit, available at tradestackdigital.com, delivers accounts receivable follow-up scripts, an AR aging tracker, and a 30-day revenue recovery plan at no cost to qualified contractors.

Credentials and Credibility

Thiel brings close to twelve years of industrial and field operations experience to the platform, including hands-on management of estimating, project execution, safety compliance, and field teams of up to 250 personnel. TradeStack Digital is built on the same operational frameworks Thiel deployed in real-world trade and industrial environments — not theoretical consulting models.

"I've been under the same pressure these contractors are under," Thiel said. "I've run the crews, managed the jobs, dealt with the callbacks, the cash crunches, the bad hires. These documents aren't built from a textbook. They're built from what actually works in the field."

The platform is positioned as a systems design layer — not a replacement for field service management software. Contractors using Jobber, ServiceTitan, Housecall Pro, or FieldPulse can use TradeStack's SOPs and playbooks alongside existing software to provide the operational structure that technology platforms do not deliver.

Launch Details

TradeStack Digital is live at tradestackdigital.com. The free Cash Recovery Kit — including accounts receivable scripts, an AR tracker, and a 30-day collections recovery plan — is available for immediate download. Trade-specific SOP packs for HVAC, plumbing, electrical, and roofing contractors are available at \$199 per pack. The Starter Pack (\$999) and Pro Operations (\$2,499) are available now. The Financial OS (\$4,999) is the full scaling framework.

About TradeStack Digital

TradeStack Digital LLC is a Louisiana-based digital products company delivering operational SOPs, scaling playbooks, and business systems for skilled trades contractors. The company serves HVAC contractors, plumbers, electricians, roofers, general contractors, and other blue collar business owners at the \$300K–\$1M+ revenue stage. TradeStack's mission: give every trades operator the exact playbook to stop bleeding revenue and start building a business that runs without them on the tools

every day.

Website: tradestackdigital.com **Email:** support@tradestackdigital.com **Tagline:** Systems. Structure. Scale.

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