



## SUCCESS STORIES

# NOVA SAFETY PRODUCTS

**F**ounded in the corner of Jaime Velasco's bedroom in 1993, Nova Safety Products, Inc. has grown substantially from its humble beginnings: "At that time, back support belts were worn by all deliverymen and factory workers," explained Velasco. "This created a niche for a low investment business opportunity to supply this product. After a while, my customers would ask me for gloves, safety eyewear, ear plugs and other items. These requests allowed me to expand my product lines."

And expand, they did: Nova Safety's first employee, Charlie Intebi, who worked as a sales representative, now represents Nova Safety as a partner and their vice president.

Attributing a great deal of their success as a business to the quality and dedication of their staff, Nova Safety Products reached an important milestone for a business, grossing \$1,000,000 in sales within its first four years in operation. And sixteen years later, having recently celebrated its 20th anniversary on February 8, 2013, Nova Safety Products is continually striving to become bigger and better.

And when asked about which qualities are needed to position a person toward success, Velasco responds with, "The attributes and talents that are needed to run a business are found more in my employees than in myself. We have four employees that have been with the company

over ten years and two for over eight. They have the drive, knowledge and enthusiasm to ensure our customers' orders are delivered correctly and on time every time. Nova could function without the president just fine. But we could not survive without the dedication of our employees."

### Nova Safety Products, Inc.

2112 Wyoming Ave.  
El Paso, TX 79903  
915.778.9300 or 866.778.9300  
[www.novasafety.com](http://www.novasafety.com)

