



## Never Too Busy For "Thank You"

To you and all the loyal customers who have depended on us to meet your heating and air conditioning needs over the past years, we offer our sincere thanks. We know that in today's competitive market, you have a variety of choices for service, and we want to thank you for continuing to rely on us.

We consider you our business's most valuable asset. For without you, we would not exist. And because you are so important to us, we want you to know that every member of the (company Name) team is constantly striving to meet your needs in the most efficient way possible.

We will continue to offer you the highest-quality products available today, as well as the most prompt and courteous service possible. If you ever feel we have overlooked an opportunity to serve you properly, please contact us and we will give the matter our full attention.

The (company name) team looks forward to continuing our service to you in the future.

Take advantage of these special savings!

### SAMPLE COUPON

# ONLY \$XX

Copy to go here. Copy to go here. Copy to go here. Copy to go here.  
Copy to go here. Copy to go here. Copy to go here. Copy to go here.


Offer good through XX/XX/XX at Your Dealer Name. Please present coupon at time of service or sale. Not valid with other offers. If you can't use this coupon, perhaps your neighbor can.

### SAMPLE COUPON

# FREE

Copy to go here. Copy to go here. Copy to go here. Copy to go here.  
Copy to go here. Copy to go here. Copy to go here. Copy to go here.

Offer good through XX/XX/XX at Your Dealer Name. Please present coupon at time of service or sale. Not valid with other offers. If you can't use this coupon, perhaps your neighbor can.

 We're available **ALL** day, **EVERY** day — on our website!  
Visit [www.yourwebaddress.com](http://www.yourwebaddress.com) today.

# FRIENDLY HEATING AND AIR

## 123-456-7890

[www.YourWebAddress.com](http://www.YourWebAddress.com)

Residential • Commercial  
Installation • Service

We honor:



Friendly Heating and Air  
1234 Main Street  
Anytown, USA 12345

PRSR STD  
U.S. POSTAGE  
PAID  
THE NEWSLETTER  
COMPANY



It's Hard To Stop A Trane.®

# comfort

## ON THE HOMEFRONT

volume 8

issue 2

spring 2011



*Have your air conditioner checked out this spring for optimal efficiency.*

## Spring-Clean Your Indoor Air

The annual spring-cleaning list is all too familiar: garage, attic, closets, windows and carpets. But there's one more thing to add — indoor air. The quality of the air inside your home is important to your family's health. Here are a few clean-up tips to help you get started:

**Get rid of the dust.** The best way to control indoor allergens is to control dust. All kinds of bad things like mold, animal hair, dander, mildew and dust mites adhere to the dust that's already in

*continued on page 2*

## Low-Cost Protection

Investing in a planned maintenance agreement for your home's comfort system may be the best investment you'll ever make. Scheduled maintenance tune-ups can reduce the cost of heating and cooling your home, extend the life of your equipment and detect, as well as correct, operational issues before they happen. This is low-cost protection you can't afford to pass up.

During your tune-up, our expert technicians put your system through a comprehensive inspection. The result: a well-tuned heating and air conditioning system that will run at the peak of efficiency and lower the risk of needing emergency service. You'll enjoy cooler summers, warmer winters and lower energy bills.

Remember, when it comes to saving money, a low-cost tune-up may be your best investment. You'll have peace of mind that your heating and air conditioning system will be operating at peak performance, using less energy and saving you money. Preventive maintenance not only extends the life of your system, but protects against costly breakdowns.

Don't wait until it's too late! Call today to schedule your low-cost tune-up today. You'll be glad you did — and so will your family.

**24-HOUR EMERGENCY SERVICE AVAILABLE**

## FRIENDLY HEATING AND AIR

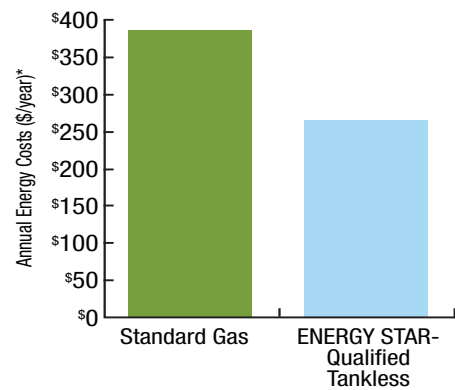
1234 Main St. • Anytown, USA 12345

**123-456-7890**

[www.YourWebAddress.com](http://www.YourWebAddress.com)

Printed on recycled paper.  
© 2011 The Newsletter Company 1-800-828-7198

## Cut Your Water Heater Energy Costs by 30%



\*Based on average household of 2.6 occupants, U.S. Census, 2006.

Source: [www.energystar.gov](http://www.energystar.gov)

Tankless water heaters save money and reduce the carbon footprint of your home.

## insideyourhome

### ENERGY STAR-rated water heaters offer smart savings

It's easy to take your water heater for granted when you step into the shower every morning. However, if "Old Faithful" is more than ten years old, it may be time for a replacement. Consider installing a new high efficiency water heater before it becomes a costly mess.

The Energy Star® program provides new efficiency standards for water heaters to help consumers save money, energy and reduce carbon emissions. For example, a fifty-gallon high-performance gas-storage water heater which meets the Energy Star criteria is estimated to yield annual savings of 7.3 percent compared to a typical conventional model.

When you're ready to replace, make high efficiency upgrades to improve the health of your planet and your pocketbook. ●

## tidbit

To achieve lower energy bills, remember to have your cooling system serviced annually, replace air filters regularly and occasionally clean the fins on the outside unit with a soft brush to remove accumulated dirt.

continued from page 1

your home. Vacuuming effectively several times a week can help hold it at bay. If you don't have a vacuum that uses a high-efficiency particulate air filter (HEPA), consider purchasing a new model that can trap microscopic particles. If you have wall-to-wall carpeting, this may be one of the wisest purchases you ever make, since carpet is a notorious haven for dust and allergens.

**Don't forget dust mites.** Dust mites are devilish creatures that thrive in bedding and are second to pollen in causing allergic reactions. You can eliminate them by washing bed linens in hot water at least once a week. Another option to help prevent them is putting mattresses, box springs and pillows in plastic cases.

**Lower the humidity.** In climates that are hot and sticky during summer months, a whole-house dehumidifier can maximize home comfort. Mold and mildew thrive in moist environments, as do many allergens. Keeping the relative humidity level between 30 and 50 percent can help assure healthier indoor air.

**Have your air conditioning system checked and cleaned.** The best way to guarantee effortless cooling is to have your air conditioning system checked before turning it on for the first time. Our tune-ups include everything from cleaning coils and drain pans to checking refrigerant levels and venting systems.

**Consider adding an air cleaner.** If you're currently using an inexpensive filter in your heating and air conditioning system, upgrade to a high-efficiency media filter. Filters that are rarely changed can aggravate allergy problems and lower the quality of your indoor air. If you're still not getting the relief you're seeking, it may be time to think about adding a whole-house air cleaner. Depending on your needs, there are a variety of types to choose from, including media, electrostatic and hybrid models. If you are considering a purchase, give us a call. We can help steer you in the right direction. As professional comfort consultants, we'll make your indoor environment as healthy as possible. ●



TRANE CleanEffects  
1. Traps the large particles  
2. Charges the small ones  
3. Collects the smaller particles.



It's Hard To Stop A Trane.®

## safetyfacts

### Home Safe Home

If you have small children at home, or children that visit often, there are a few simple precautions you can take to prevent many common household accidents. To begin with, never underestimate a child's strength, agility and curiosity.



Ensure safe surroundings for the smallest family members by using safety locks to block access to kitchen cabinets.

Following are some home safety practices to consider with small children:

- Keep small objects that could cause choking out of reach
- Cover electrical outlets with plastic covers and tuck electrical cords out of reach
- Keep children from playing at your feet while you're in the kitchen
- Keep purses out of reach
- Block access to the bathroom
- Use safety gates at stairways and cover open stairwells or balconies

Keeping curious children away from the dangers that are found in any typical home is the best way to prevent accidents and avoid injuries. ●



## Q&A

**Question:** How can duct cleaning improve the quality of the air inside my home?

**Answer:** The fact that our homes are better insulated than ever before may be a big "plus" when it comes to energy savings, but in terms of indoor air quality, this new level of efficiency has its drawbacks. The accumulation of dust and other pollutants inside our homes is greater than ever before, posing a health threat not only for those who suffer from allergies and other respiratory ailments, but for everyone who breathes the air.

Mold, germs, fungi and dust mites are just a few of the harmful microbes among these airborne contaminants. Since there are always people going in and out of your home, and because doors are continually being opened, these contaminants have little trouble finding their way into your environment. A fertile breeding ground for this pollution is in the moisture and debris commonly found in heating and air conditioning systems. It is drawn into the duct work of the central air conditioning system through the return air registers.

Air duct cleaning is recommended as one of the most effective remedies. This procedure takes just a few hours and is a surprisingly clean and routine process. As an added benefit, it can reduce heating and cooling costs by allowing your system to run more efficiently.

If you are curious about whether or not the air ducts in your home need to be cleaned, take a look behind one of the return air grills. If you notice a build-up of dust or debris, it's time to give us a call. ●