

The



Herald

Winter 2001

Cleaning The Air In Your Home And Keeping It Clean

The photo at the right of a disgusting-looking duct was taken by one of our trade associations. This is quite typical of household duct work that has not been cleaned in some time.



We can check your ducts to see if they look as bad as the photo. We showed you our camera in the last issue of the *Halco Herald*.

If your ducts do need cleaning, we will use our professional Hepa-Aire system. This system is the most efficient duct cleaning system available.

Some systems, particularly those used by non-HVAC contractors, are just vacuum cleaners. The Hepa-Aire system pushes and pulls dirt.

Our technicians insert brushes into your ducts to dislodge dirt, and blast compressed air through the ducts to blow the dirt to our power-

ful Hepa-Aire vacuum. The vacuum then sucks all of the dirt and debris out of your ducts and out of your home.

We can recommend several ways to keep your ducts clean, with enhanced filtration being the most effective. Enhanced filters include pleated media filters, carbon filters, ozone

filters and electronic air cleaners.

Each of these filtration methods has its advantages and disadvantages.

Your Halco representative can present the pros and cons of each, and recommend the system that he believes will work best for you.

Since the heating season is upon us, you don't want your family to breath in dirty air from unclean ducts. So, call now for duct cleaning, and to discuss the best way to keep your ducts clean.

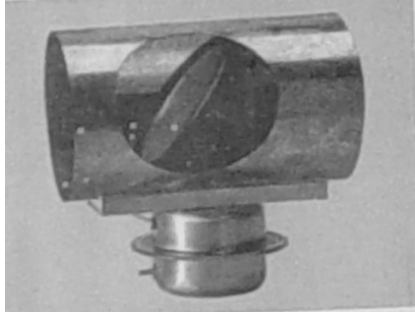
Dirty Little Duct Facts

- *Most people spend 90 percent of their time indoors.*
- *Indoor air has been found to be up to 70 times more polluted than outdoor air.*
- *Children are more likely than adults to be affected by polluted indoor air because they breath faster, inhale more air per unit of body weight and are closer to the ground where concentrations of pollutants are higher.*
- *Allergies have increased 10 fold in the past 30 years because homes are much tighter for energy conservation.*

Serving the Finger Lakes & Central New York Since 1984

Zoned Comfort Made Easy

When you raise the heat to warm the cold parts of your home, it's too hot elsewhere in the house, and you've resigned yourself to discomfort as a way of life. It doesn't have to be that way. We have hope for you.



The system is called Arzel Zoning. We install thermostats in each area or "zone" of your home, and we replace your conventional dampers with EzySlide™ damp-

ers (Pictured). A control panel near your furnace determines which zones need heat and adjusts the dampers using compressed air.

We think this zoning method is ingenious by its simplicity. It is also inexpensive, easy to install and virtually maintenance-free.

Stop the discomfort in your home. Give us a call and see if Arzel Zoning is right for you.

Heating systems are designed to be controlled by turning dampers in the ducts. However, it's nearly impossible to get the "mix" just right manually.

The alternative had been expensive, sophisticated zoning systems. But, now we have a zoning system that is automatic and takes advantage of the existing damper locations.

Continuing Education Helps Us Serve You Better



Geri and Todd Martin

Recently, Todd and Geri Martin attended a service management course in Hartford, Connecticut entitled *Technician Performance and Communications and Encouragement Selling for Technicians*.

Todd is mechanical service manager for our commercial division; Geri is our residential service manager.

Terry Dishaw recently took the necessary training and examinations to become a certified RPZ backflow



Terry Dishaw

tester. Terry is superintendent of our commercial division.

Commercial and industrial facilities, especially those in which chemicals, solvents and hazardous wastes are in the plumbing systems, need special devices to prevent any liquids from flowing back into the public water supply.

These backflow devices need to be tested annually by a certified tester like Terry Dishaw

HVAC Terms You Should Know

Knowing some of the basic terms that heating contractors use can make you a more educated consumer.

- **Heat Exchanger** – Burners heat up the exchanger in a forced air furnace. Air from the home is blown over it and heated. The heat exchanger is sealed so no by-products of combustion can enter the air that will be circulated into the house.
- **Ignition** – This is the mechanism that lights the gas when the furnace calls for heat. Older units had a pilot light that burned all the time. Newer units have a spark ignition, which is a high voltage electric spark that lights the pilot or burners only when heat is needed. Even newer units have hot surface ignition, a silicone glow bar that comes on to light the gas when heat is required.
- **AFUE** – You will see this on any new furnace or hot water heater. It means Annual Fuel Utilization Efficiency. The higher the AFUE, the more efficient the furnace. A rating of 90 means that 90 percent of the fuel is used to provide warmth and only 10 percent escapes as exhaust.
- **Supply Air** – This is the duct work that takes heated air from your furnace and distributes it into the rooms.
- **Return Air** – This is the duct work that is more commonly called "cold air returns." It brings air back to the furnace to be heated and distributed again.
- **Damper** – These are controllable flaps inside the duct work that can be adjusted to balance the amount of heated air that goes to each room.
- **Controls** – These are the mechanical and electronic devices that monitor and control the safe operation of your furnace. Controls are located throughout the heating system.

What Customers Say About Halco

Word of mouth is the best advertising, and Tom Colacino of Newark is one of our best walking advertisements.

Tom recently had his 28 years old home re-sided, and new decorative trim installed. Inside, he called on the company that does his annual furnace cleaning, and any plumbing he needs, to quote on duct cleaning. That company, of course, was Halco.

Our technicians brought out our camera unit, so Tom was able to see just what 28 years of accumulation in his ducts looked like. Needless to say, he had them cleaned.

Tom also had sales rep Paul Smith quote on a new high efficiency furnace and a new water heater. He was pleased with Paul's honesty when he presented two furnace choices, explaining the



Is it obvious who Tom Colacino's favorite football team is? Go Steelers!

features of each. Tom selected the Kelvinator furnace that saved him several hundred dollars.

"I've known Hal and Tammy for a long time," Tom says, "and I recommend Halco to my friends."

Tom was very impressed with the way in which our technicians hid the PVC exhaust above the drop ceiling in the



Tom is pleased with his new high efficiency furnace and hot water heater.

finished basement. He was also impressed with their quick response to "tweak" the condensate system.

Tom, who is retired from the bowling business his family owned, says he asked Paul many questions, and was pleased with the open, honest, informative discussion that ensued.

Join the Halco Family

How much is peace of mind worth? That's a question we ask everyone who takes advantage of our \$39.95 furnace safety check. That loss leader price is our one time invitation to join the Halco family. If they respond by signing a service agreement, we know they are serious about their family's comfort 24/7.

When you're a service agreement customer, we treat you like family. Read the article on page 4 about our new service agreement payment options, and it explains how you receive both priority service and discounts. The person who just takes advantage of our loss leader doesn't have that ongoing peace of mind. In the event of an emergency, they have to call around and find someone who is willing to come out, then hope that the person has the insurance and skills he claims to have, and charges a reasonable price.

As a member of the Halco family, each work order and invoice is scanned into

our system the same day that service is rendered, so any Halco person who takes your call can look up your complete service record with just a few keystrokes. This helps us make a preliminary diagnosis so the technician will have the right parts and tools with him when he arrives.

Halco service agreement customers receive a more comprehensive cleaning and inspection than the \$39.95 safety check. We bring our high tech equipment, which represents a significant investment. It is equipment that most other contractors can only wish for.

As a Halco customer, you know what you'll pay for a service right up front. We use flat rate pricing. We know the time it takes a skillful technician to do each repair job and that's how much time we bill you for the job, regardless of how much time the technician takes.

All of this is the peace of mind you enjoy when you are a member of the Halco family.

Where We Are

Call any of our local phone numbers listed below and a service or installation team will be dispatched from right nearby to take care of your problems quickly.

<u>Community</u>	<u>Number</u>
Phelps	315.946.6200
	800.533.3367
Fax	315.946.6676
Newark	315.331.3912
Geneva	315.781.0556
Canandaigua	716.396.2668
Penn Yan	315.536.0633
Auburn	315.253.7939
Rochester	716.271.4330
Ithaca	607.277.3154
Elmira	607.733.0420

Service Agreement Easy Pay

A Halco service agreement is the coziest, easiest comfort investment you can make. Now, it has become even easier with the addition of more payment options. Besides the traditional cash, check or credit card, you now have two electronic options. One is E-pay, which is the ability to instruct your bank, via the Internet, to make a payment for you. The other is electronic funds transfer, which is an authorized, automatic withdrawal from your account.

When you or the cyberfolks make that easy payment, it comes with peace of mind attached. It's like having your personal staff of highly skilled technicians at the other end of your phone 24 hours a day, 365 days a year.

As a service agreement customer, you will always be at the top of our priority

list for emergency service. This can be important on a cold night or weekend when your furnace needs service. When you're a service agreement customer, we have a contract with you. But more importantly, you're like family. Our contract says we'll fix your furnace, but this family relationship we feel with our service agreement customers says we'll take care of family first.

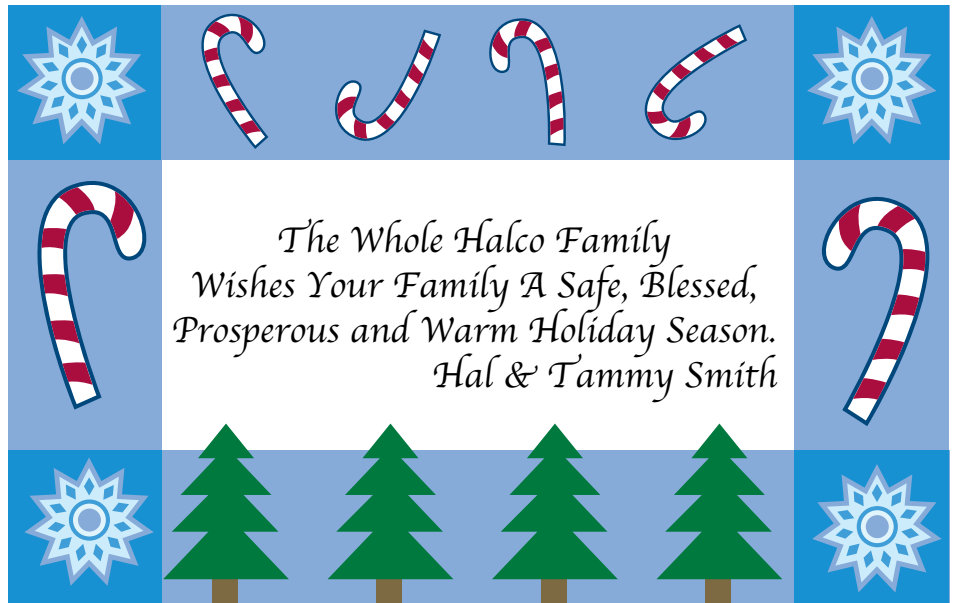
We are able to make this offer because our service agreement customers don't

need emergency service that often. Furnace and air conditioner cleanings and tune-ups are part of the agreement. With that service done meticulously, you won't have to worry about some of the little problems like clogged filters.

There are also financial reasons to be a Halco service agreement customer. We discount our trip charges, as well as our charges for parts and labor.

Remember, we have both Energy Service Agreements and Plumbing Service Agreements.

**Visit Us On
the Web at
www.halcoheating.com**



865 County Road #6
Phelps, NY 14532

Return Service Requested