

# The Healthy Home Report

Winter 2009



**AtlasCare®**  
Pursuing perfect health for your home™

## An Engineer's Opinion

*After 75 years, we're still providing comfort, safety and peace-of-mind*

As I write this editorial the world is in a very different place. Compared to what we are all faced with today, gasoline at \$1.50/litre wasn't such a big problem when the economy was booming. As we face our individual challenges, we look for the pillars that can give us stability and comfort. AtlasCare will continue to be at your service to provide comfort, safety and healthy living for you, your family and your home. We have experienced several economic downturns in our 75+ years in business and we will still be standing when things turn around as they inevitably will. Of that I am confident.

*With any company. Finally, Atlas started to know me again – something I felt had been lost a few years back. I'm glad I toughed it out. My compliments on a great improvement. Congratulations. What a positive difference a year makes."*



It's gratifying to know that you have felt the difference. We know you're telling others because we see the number of new customers growing as a result of referrals in excess of 70%. Please don't stop the communication. Let us know how we're doing, whether good or bad.

Regardless of our economy, the one thing that never changes is the need to look after those in our community who are not as fortunate as we are - especially during the holiday season. It's not always about money. A warm coat can make a huge difference in the life of someone who doesn't have one. Please support our Comfort Drive to help **Out of the Cold** give some warmth to those on the street this winter.

On behalf of my family at home and at AtlasCare I would like to extend my best wishes of the holiday season and a healthful new year to you and your family.

*Roger Grochmal*

**Roger Grochmal P.Eng.**  
President and CBO, AtlasCare

## Comfort and peace-of-mind:

Combining superb performance with exceptional warranties

Customers looking to purchase a furnace this year should be aware the Federal Government has mandated that all mid-efficiency furnaces be phased out by the end of 2009.

Upgrading to a high-efficiency furnace means you are saving energy and money this heating season. If you're in the market to replace your furnace, consider the RUUD Ultra Series™ 90 Plus high efficiency line of up-flow gas furnaces. Because of the low-profile 34 inch height, the UGFD model can be used vertically as a replacement for virtually all existing units.



With 92% AFUE and above, the RUUD UGFD models feature an exclusive **Limited Lifetime Replacement Warranty** of the entire furnace if the heat exchanger fails in addition to a 10-year limited parts warranty.

Receive an **instant rebate of \$250** when you purchase the RUUD Ultra Series™. Offer valid until Dec. 31, 2008. Some conditions apply.

Give us a call at 905.829.1296 or visit our website [www.atlascare.ca](http://www.atlascare.ca) for details.

### SIGN UP

for our e-newsletter and you could win a FREE duct cleaning!  
[www.atlascare.ca](http://www.atlascare.ca)

Congratulations to our October draw winner Patti Madorin!

This past year we crystallized our brand and refocused our people around it with some excellent leadership training. I wanted to know if it was noticeable. In my newsletter to you last fall I asked everyone to write, e-mail or phone me with your experiences with AtlasCare. The response was overwhelming.

One customer said, "When speaking to my management team in this area, I often refer to AtlasCare as an exemplary program in customer service."

Another customer who had a previous negative experience wrote, "Now, that was one of the most pleasant telephone experiences I have had in... ages!"

## At Your Service

With Dick Thomas

### Feel the heat with a fireplace tune-up

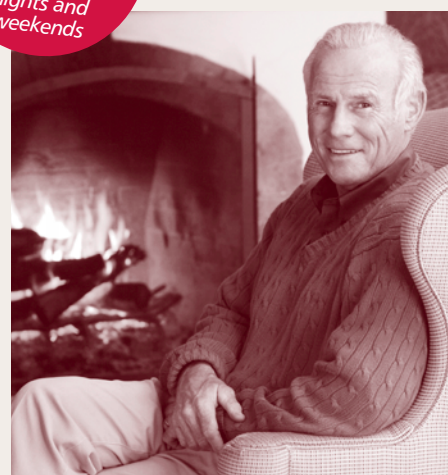
When the weather outside is frightful, nothing says warm and cozy comfort like sitting by the fireplace. Your fireplace is an important component of your home comfort system and ensuring it is operating safely and efficiently is critical. Like any gas appliance, annual maintenance is essential.

Enjoy peace-of-mind this holiday season. Contact us today to book your gas fireplace tune-up and we will inspect and test all the key components including gas pilot, venting, burner (gas valve), wiring, thermopile and fan.

Because a fireplace is such an important visual element in your home, we will also clean the front and back of the glass with ceramic glass cleaner and polish the trim. Give us a call at 905.829.1296 or visit [www.atlascare.ca](http://www.atlascare.ca) for details.

### Healthy Home Tip

Run clothes and dishwashers on nights and weekends



# Seeing green? Defining today's eco-friendly buzz words



**Carbon footprint:** A person's (or organization's) overall environmental impact made through the production of carbon dioxide. This is caused in part by the burning of fossil fuels for home heating.

**Clean-burning:** Not to be confused with "zero emissions", clean-burning describes an energy source that leaves minimal contamination.

**Energy Star®:** An international standard for energy-efficient consumer products. Home heating products like a furnace or boiler that carry the Energy Star logo save 20%-30% on average over standard products.

**ecoENERGY Retrofit:** Offered by Natural Resources Canada, this program provides financial support to help implement energy saving projects that reduce greenhouse gases (GHGs) such as installing a new, high-efficiency furnace or boiler, new windows or a new toilet.

**Carbon neutral:** Refers to a zero total carbon release by balancing the amount of carbon released with the amount offset through tree planting, carbon credits, carbon trading, carbon projects, etc.

## AtlasCare in the Community

### Caring for your community is always in season

While the economy continues to struggle and families prioritize their commitments and expenses, it is important to remember that this is a time when people need help most (and help doesn't always mean financial donations). Hard economic times affect everyone and those who are less fortunate are hit especially hard.

Once again, we will refrain from sending out Christmas cards or calendars, and are instead making a donation to the Multiple Sclerosis Society. Our employees also organize an annual toy drive held at our Christmas party to benefit the CP24/CHUM Christmas Wish Program.

Our annual Comfort Drive collects gently-used coats, blankets and new toiletry items for **Out of the Cold**. Please provide some much-needed comfort to someone in need. Give your coats and blankets to your Healthy Home Technicians, or drop them off at 2590 Bristol Circle, Unit 1, Oakville.

Every little bit helps and we thank everyone for your valuable contributions and for helping care for our community together.

## Mid-Efficiency - Last chance

In 2009 mid-efficiency furnaces will be phased out and no longer be available. A new mid-efficiency model can last up to 15 years. For some homes these types of furnaces may be a good choice to avoid the installation issues that can occur with high-efficiency units. For homeowners looking to replace a mid-efficiency furnace, this is your last chance to get one of these models. Ruud offers the quietest product on the market, guaranteed to keep you comfortable. Talk to us today about your options.

## Product Spotlight

### Redwell Heaters

#### A picture-perfect heating solution



Space heating goes "designer" with an innovative product from Redwell Infrared Heating. Redwell elements are a clean, healthy and energy-friendly method of infrared heating produced with electricity.

This is a great product for those hard to heat areas or rooms in the basement, on the third floor, or over a garage.

Flexible installation (all that is required is a power outlet), low maintenance and product longevity are added perks to the elements' design appeal. A variety of surface colours, picture motifs and mirror surfaces are available to customize the elements.



This Redwell heater features a unique design with maximum functionality by working both as a heating source and a piece of art.

For more information about infrared heating, contact your Healthy Home Specialist today or visit [www.atlascare.ca](http://www.atlascare.ca)



## Hydronic Happenings

With Ron Robinson, AtlasCare Hydronic Specialist

### Bangs... Drips... Shivers...

There are many reasons I get called into our customers' homes to check their hot water heating systems. Sometimes it's an abnormal system noise or a water leak that needs attention. Or it might be a performance issue where rooms or areas of the home are cold and uncomfortable. Whatever the reason, I love the opportunity and challenge of inspecting hot water heating systems, both old and new, and making practical recommendations to maximize performance.

Our customers' safety is always top-of-mind and I inspect for the mandatory safety controls that should be found on any boiler system. If I find a system lacking the basic code requirement, controls can be easily installed to provide compliance, but more importantly, peace-of-mind. My greatest satisfaction comes from solving chronic problems of poor comfort or reducing the cost of high gas consumption found in some of the older boiler systems.

Even if you don't have a bang, drip or reason to shiver in your home, I would be pleased to meet with you to inspect your hot water heating system. This consultation is available to you as another way AtlasCare is pursuing perfect health for your home.



AtlasCare Hydronic Specialist Ron Robinson was featured in the July/August 2008 issue of Mechanical Business, our industry's top trade magazine.

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