

# atlas c.a.r.e.s

comfort • accountability • responsibility • expertise • service

The heating and cooling contractor that c.a.r.e.s

atlas c.a.r.e.s for  
**over**  
**75**  
years

Fall 2007

## An Engineer's Opinion

Welcome to a special 'Ask Roger' edition of the Atlas c.a.r.e.s.

**newsletter!** Since launching our 'Ask Roger' advertising campaign last spring, I've been overwhelmed with the positive response from our customers. Through advertising and appearing on a radio call-in show, I have received many intriguing questions from homeowners who are interested in learning more about their home comfort. In this edition of our newsletter, I'm pleased to offer my opinion on a few of your questions, and on a few things you haven't asked about, too!

A lot of your questions focus on rebates and other savings currently offered by the government, regulators, manufacturers and utility companies. There truly has never been a better time to upgrade your furnace and/or air conditioner.

**You can save in three different ways!** Collectively, the discounts could amount to a **rebate of up to 25%** on the cost of your installation. Plus, the savings keep coming, because an upgrade can **lower your fuel and electricity bills** for many years to come. The third way to save actually benefits everyone – the

upgrades will **reduce your environmental carbon footprint.** With so many opportunities, all with different conditions and expiration dates, it sure can be confusing! We've provided a brief overview and some savings scenarios on page 2.

Rebates available through the government's **ecoEnergy** program require that you complete a **home energy audit** using a licensed energy advisor. It's an excellent exercise, resulting in a report outlining many ways you can improve your home's energy efficiency. We've also got a special offer that adds to your savings. You can learn more inside this edition.

Finally, people ask me what makes Atlas different – and better. After all, many companies can install or service a furnace. It's a fair question, and I think it comes down to our passion for this business, and our commitment to



# ASK ROGER

quality. Not many of our competitors have achieved **ISO Certification**, a rigid quality standards system that keeps us

focused on continuous improvement while delivering reliable, top-grade products and service. Regular surveys tell us how we are doing, and the numbers speak for themselves: we have seen a **25% increase in customer satisfaction** since 2004. What does this mean for our customers? Assurance that we'll do the job right, right away, when we say we will, for the price we quote, with the professionalism you've come to expect, and all with a smile on our face!

In my experience, peace of mind is the best thing we can deliver.

**Roger Grochmal P.Eng.**  
President, Atlas Air ClimateCare



## Q Can you help me make sense of the rebates?

Early this summer, the Ontario government announced it would match the Natural Resources Canada ecoEnergy rebates for homeowners who make energy-conscious upgrades to their homes. It is a long list of eligible upgrades – there is a link to the program on our website at [atlascares.ca](http://atlascares.ca) – and in total, homeowners can now receive up to \$10,000 in combined rebates. On top of that, the Ontario Power Authority (OPA) has extended its own rebates, Enbridge Gas is offering a \$100 rebate when homeowners upgrade to an EnergyStar rated gas furnace, and Atlas is offering our own \$75 discount on an ecoEnergy Audit.

### Here are a couple of Savings Scenarios to illustrate the potential:

1. Complete an ecoEnergy Audit, and then upgrade to an EnergyStar qualified variable speed Gas Furnace equipped with an ECM motor and with 90% Annual Fuel Utilization Efficiency (AFUE) or better.	Atlas Audit Discount	\$ 75
	ecoEnergy rebate – Federal	\$ 300
	ecoEnergy rebate – Provincial	\$ 300
	OPA rebate	\$ 100
	Enbridge rebate	\$ 100
	Manufacturer rebate	\$ 300
<b>Savings</b>	<b>\$1,175</b>	
2. Complete an ecoEnergy Audit, and then upgrade to an EnergyStar qualified Gas Furnace with 92% AFUE with a Direct Current (DC) variable speed motor, EnergyStar qualified central air conditioner, and programmable thermostat.	Atlas Audit Discount	\$ 75
	ecoEnergy rebate – Federal	\$ 900
	ecoEnergy rebate – Provincial	\$ 900
	OPA rebate	\$ 800
	Enbridge rebate	\$ 100
	Manufacturer rebate	\$ 1,500
<b>Savings</b>	<b>\$4,275</b>	

Some programs have deadlines, and with the prospect of a new Ontario government this fall, these opportunities may disappear soon. There is no better time to call Atlas to schedule a consultation on how you can take advantage of these never before seen rebates!

**Call us at 905-829-1296 or schedule your appointment online at [www.atlascares.ca](http://www.atlascares.ca)**

### BONUS! Atlas does the paperwork for you!

Once the work is done, rely on the professional Atlas team to complete the forms necessary for the various rebate and grant submissions. You just sit back and wait for the cheque(s) to arrive!



## Q How does the ecoEnergy Audit work?

The substantial government grants are only available after an energy audit is completed by a licensed evaluator. The process examines the following factors and provides a report with recommended solutions:

**Air Leakage** – A special test identifies air leaks and the report defines how to control these for increased comfort, reduced heat loss, protection of the building structure, and reduced noise and dust from outdoors.

**Doors and Windows** - Examination for damage, leaks, cracked weatherstripping and condensation problems.

**Insulation** - Examination of insulation throughout the home to ensure heated or cooled air is not escaping.

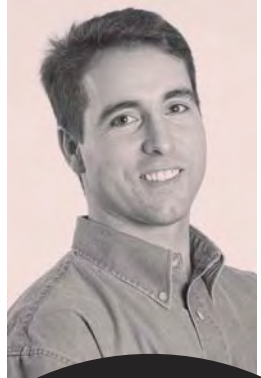
**HVAC** - Analysis of the efficiency of the heating and cooling system provides insight on energy and cost savings that can be realized with upgrades. Older systems may still be operational, but may be so inefficient that replacing your equipment could pay for itself much sooner than realized.

Your home will receive an energy efficiency rating label that shows you how energy efficient your home is compared with others in your region. A second rating can be provided after retrofits and other improvements have been made.

## Q Does an energy advisor's experience and education matter?

We think so! **Introducing Shawn Good.**

Atlas is one of the few contractors to partner with one of the very best licensed energy advisors available. Shawn Good is an Architectural Technologist with an Applied Science Technologist designation from the Ontario Association of Certified Engineering Technicians and Technologists (OACETT) specializing in building design and building science. He brings 15 years experience in residential, commercial and industrial construction, working as a Project Coordinator, Site Supervisor and AutoCAD Designer. In 2001, Shawn became an EnerGuide for Houses Energy Advisor and a member of the Home Performance Network.



**Special 75th Anniversary Offer!**  
For a limited time only, we'll take \$75 off an ecoEnergy Audit by Atlas. Don't miss out on this fantastic offer! Call us or visit our website at [www.atlascares.ca](http://www.atlascares.ca) to book an appointment.

# What's NEW?

**A** We know that our customers are busy, and you need flexibility. We're pleased to announce two convenience improvements:

**Online scheduling**  
Day or night, you can now book a cleaning, audit or sales appointment on our website! Simply visit [www.atlascares.ca](http://www.atlascares.ca) and follow the link on the home page. It's easy!

### Extended hours

You can now reach an Atlas service representative from 8:00 a.m. until 8:00 p.m., Monday to Thursday. Our Friday hours remain 8:00 a.m. to 4:30 p.m. (Emergency service calls can still be received 24 hours/day.)

Do you prefer to receive this newsletter by e-mail? We're doing our part for the environment – if you would rather receive our newsletter in your e-mail box, e-mail us at [info@atlascares.ca](mailto:info@atlascares.ca).

## Q Which protection plan is right for me?

**A** Most of us maintain our cars, get plenty of exercise, and visit the dentist regularly, because we know that prevention makes sense. Yet many Canadians forget to look after the heating and cooling equipment that keeps their family safe and comfortable. Preventive service plans ensure you identify potential problems to avoid a 'no heat' emergency call, extend the life of the equipment, prevent costly repair bills and help keep energy costs low. Above all, regular maintenance helps keep your family safe.

There are three versions of our **Guaranteed Comfort Plan** to choose from:

**The Optimum Service plan** is your ultimate choice for worry-free home comfort. It is an all-inclusive program which offers the most flexibility and provides the best value and potential savings.

**The Advantage Service plan** is very comprehensive and gives your family annual service and protection for a modest monthly fee.

**The Essential Maintenance plan** offers annual service to ensure the equipment has had the attention it needs to continue to run efficiently, includes a 10% discount on repairs and guarantees regular labour rates even for overtime calls.



Your budget and the state of your equipment will influence your decision about which plan is best for you. All plans come with a **year-round tax exemption** on the purchase of new equipment, and **free thermostat** upgrade. Our Optimum and Advantage plans are available in convenient **monthly payments** drawn directly from your bank account. Finally, for customers who upgrade from the Essential plan to the Advantage or Optimum plans, we will **waive the first monthly payment**. For more details on Atlas Protection plans, visit [www.atlascares.ca](http://www.atlascares.ca) or give us a call and we'll send you a brochure or meet with you at your convenience.

**atlas c.a.r.e.s**  
guaranteed comfort plan

## At Your SERVICE

Featuring Dick Thomas, Service Manager

As the leaves begin displaying brilliant shades of red and yellow, we all begin preparing for the fall season. This is also a time when many of our customers begin scheduling heating tune-ups.



There is a general perception that a heating tune-up must be completed after the first cool evening of the season, when you break out the light blankets. In fact, there is no specific timeframe when a tune-up is best completed. Whether it is earlier in the season, mid-season or after your furnace has been running for awhile, the equipment needs to be maintained annually in order for it to work safely and to help prevent problem calls. There is no need to wait for us to do your tune-up before starting up your furnace. Atlas begins routine maintenance tune-ups in mid-August and continues until January, based on your scheduled maintenance and protection plan renewal date.

If you do start up your furnace and there is a problem, please contact our office and we will be happy to schedule a service call for you aside from your tune-up. One of our Customer Care Representatives will be more than happy to book an appointment for you and ask about your other HVAC components that we can service as well.

## Q Why should I have my ducts cleaned?

A

Think about what your bookshelves would look like if you have not dusted in a year. Air ducts are also known to collect dirt, dust, animal dander, and even expired insects. There is also a risk of mould build-up in ducts. This can impede efficient air flow when your furnace is turned on, and may also cause health problems, as some of these particulates get blown into the home, drastically affecting the indoor air quality. A professional cleaning is recommended every three years – more frequently if you are living with infants, seniors or people with asthma or respiratory issues.

### Helpful Hint!

Some of the dirt in ducts accumulates near the vents or registers. You can remove the vents with a screwdriver and then vacuum as far as you can reach. (Be careful to tape the vacuum cleaner accessories together before you start sticking them down into the ducts!)

### Special 75th Anniversary Offer!

For a limited time only, we'll take \$75 off Atlas Duct Cleaning. Don't miss out on this fantastic offer! Call us or visit our website at [www.atlascares.ca](http://www.atlascares.ca) to book an appointment.



## The party of the year!

To celebrate our 75th anniversary, Atlas Air will host a black tie birthday bash to support health and wellness in the communities we serve. The Atlas Fire & Ice Fundraiser Gala is on **Saturday, October 27, 2007** at Oakville's exquisite Harbour Banquet and Conference Centre. The evening will include a delightfully decadent dinner, music, auction, dancing, door prizes and plenty of 'cool' and 'hot' surprises, all to raise money for these important causes in our communities: Food for Life and the MS Society.

*Please join us! Ticket sales are limited! \$150/each or \$1,000/table of 8. If you can't attend but would like to make a donation to the fundraiser, let us know! Contact Roxanne Jasan ([rjasan@atlascares.ca](mailto:rjasan@atlascares.ca)) 905-829-1296 ext. 227 for tickets.*

2590 Bristol Circle, Unit 1, Oakville, ON L6H 6Z7 **E-mail** [info@atlascares.ca](mailto:info@atlascares.ca)

**Toronto Tel** 416-626-1785  
**Mississauga Tel** 905-279-3440

**Burlington Tel** 905-331-5751  
**Stoney Creek Tel** 905-662-8752

**Oakville Tel** 905-829-1296  
**Oakville Fax** 905-829-2025

**Hamilton Tel** 905-561-8774

## Partnership with Canary offers indoor air monitoring

Indoor air quality is often overlooked, yet homes contain many microscopic substances including dust, animal dander, moulds, chemical vapours and synthetic materials that can be hazardous to our health. Respiratory-related illnesses such as asthma are on the rise, and the problems are most prevalent in urban centres such as Toronto, Oakville and Mississauga.

This research is compelling as we announce an exclusive partnership with **Canary Air Quality Assurance**<sup>®</sup>. Canary uses leading-edge tools to provide reliable and affordable monitoring of the air in your home. Through the use of proprietary technologies, Canary is able to assess, identify and evaluate your indoor air's particular and particulate content, and issues a detailed report and corrective recommendations which we can review together.

The approach is simple: a Canary portable air monitor plugs into a wall in your home, and every 24 hours you move it to assess three different areas in your home – a bedroom, living room and the basement. The air monitor analyzes the six key air quality factors recognized as critical by the Canadian Healthy Indoors Partnership – temperature, humidity, carbon dioxide, carbon monoxide, particulates and volatile organic compounds (VOCs). After 72 hours, Canary's licensed air quality professional will import the data into an Internet-based software using a laptop. The website will generate a detailed report, with recommendations for you to consider

Canary Air Quality Assurance is just another way Atlas cares about your family's health, safety and peace of mind. **For a limited time, we're offering the Canary monitoring service for \$75 off. See the coupon with this edition of our newsletter, or call us for details!**