



Home comfort news
for the customers of
Atlas Air ClimateCare
and Atlas Robinson

An Engineer's Opinion

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Editorial

By Roger Grochmal, P. Eng.,
President

Spring Brings Good Things for Atlas Customers

Spring is here at last, and we welcome it not only for the gentle temperatures and blooms it brings, but also for the things it represents: hope, renewal and growth. Here at Atlas Spring Fever is in full force. For starters, we're growing again. This winter we formed a new company with E.G. Robinson of Burlington. We're very excited about this development, which you can read more about inside this issue of *An Engineer's Opinion*.

In addition to growing, we've been doing some spring cleaning. We've tidied, tossed out, and reorganized, all to serve you more efficiently. Here's a look at what we can offer you.

Excellent Value. We don't cut corners on installations. Every piece of equipment requires some technical adjustments to ensure that you get the performance that the equipment is designed to deliver. And although our prices have increased somewhat, they are still competitive.

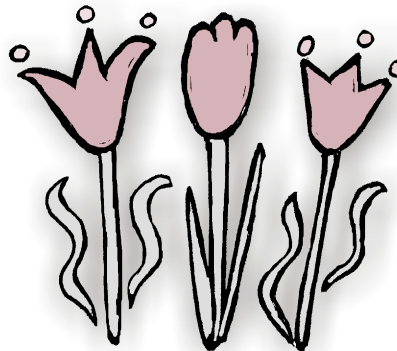
Our Guarantee. We offer our customers the Atlas unconditional customer guarantee, as well as our unique "No Lemon" guarantee. We believe our guarantees are the best in the business.

Training. Every member of our staff receives a minimum of 40 hours of training every year to improve both technical and customer service skills. We are working hard to improve the consistency of our service delivery to ensure that every service experience is of equally high quality.

Superior Customer Service. Recently, we conducted focus groups and a customer survey to find out what you think about how we're doing and what we can do to improve.

We've organized our customer service people into teams, to ensure that everyone knows about you and the work we're doing for you. And when you call, you get the same person you are used to dealing with. If you have a concern, you can speak to me directly. Finally, we give you a one-hour arrival window so you don't have to wait.

In this issue of *An Engineer's Opinion* you'll find information on one more new thing here at Atlas: the York 2-stage air conditioner, which has new technology that will make you more comfortable than ever when the heat hits, at an affordable price. As always, please call if you have any questions, and Happy Spring!



ATLAS AIR
CLIMATECARE

70
YEARS

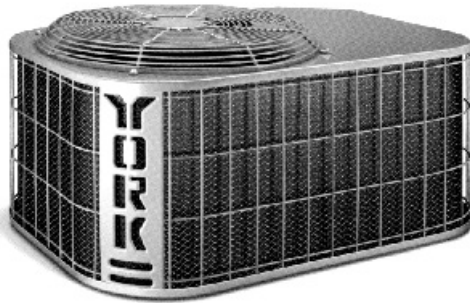
About *An Engineer's Opinion*

An Engineer's Opinion is published to assist homeowners in creating the healthiest, most comfortable environment in their homes at the most reasonable cost. If you have questions, criticism, or input, we want to hear them. Please call me personally at (905) 279-3440 or e-mail me at rgrochmal@atlasair.ca.

Roger Grochmal

The New 2-Stage York Air Conditioner: Superior Comfort at a Reasonable Price

Last summer, everyone had at least a few days when it was difficult to get and keep cool at home. That's because most air conditioners are simply not designed to deliver cooling power under the extraordinarily hot and humid conditions we had in this area. Fortunately, we've found the York 2-stage air conditioner, an excellent product that will keep you comfortable on the hottest days, and it comes at a reasonable price.



One of the things we like about York is that we know the company so well. York was the first supplier to our ClimateCare group, and it is one of the largest manufacturers of heating and air conditioning products in the world with a reputation for quality products

and service. York has a history of being an innovative company, and they have proven it once again with the introduction of 2-stage air conditioners in Canada.

For years, furnaces have been available with 2-stage technology, and many of you who have 2-stage heating love it. With 2-stage technology, the air conditioner runs at a lower capacity with a lower fan speed setting most of the time (70%). Here's what this means for you:

- The York 2-stage air conditioner has the unique advantage of being able to be sized larger (ductwork permitting) than regular air conditioners, to provide comfort even on extremely hot and humid days.
- The air conditioning unit is able to run for a longer period of time, so it is able

- to do a much better job of removing humidity from the air and increasing indoor comfort.
- The unit is quieter overall because of the lower fan speed setting, and also because there are fewer stop/start cycles.
- The life of the air conditioner is extended, because fewer stop/start cycles reduce wear on the compressor.
- You'll have better control over temperature because the air conditioner can continually maintain the thermostat set point at low speed. You'll also get less temperature stratification in your home because air is circulated over a longer operating cycle.

Currently, the York 2-stage air conditioner is available in two levels of efficiency: 12 and 16 SEER. As of 2006, 12 SEER will be the new minimum efficiency standard for residential air conditioners. For those of you who want the highest efficiency possible, the 16 SEER deluxe Stealth model will help keep hydro costs in check when the rates increase again.



\$250 REBATE
On a York Olympian 12 SEER
2-stage air conditioner
OR

\$500 REBATE
On a York Stealth 16 SEER air conditioner

Offer expires July 15, 2003. This offer may not be combined with any other.

Introducing Atlas Robinson

Last fall, we met with another ClimateCare member in the Hamilton area and agreed to join forces to become the major independent residential heating and air conditioning company serving all Atlas customers in the Burlington, Hamilton, Ancaster, Dundas and Stoney Creek areas. The new company, called Atlas Robinson, will be jointly owned by Atlas and E.G Robinson. Ron Robinson will be the president. Atlas Robinson will be located on Brant Street in Burlington, giving it immediate highway access to all areas. As a ClimateCare company, Atlas Robinson will embrace the code of conduct and service philosophy that the ClimateCare coop is based on.

Atlas Robinson will be a full-service company, providing residential heating and air

conditioning products, maintenance, and service. E.G. Robinson will add its expertise in the area of water heating and in-floor radiant heating systems. Ron Robinson is considered to be an industry expert in these areas and speaks nationally on the subject. He was one of the featured speakers at the recent Hamilton Home Show. We look forward to bringing the same standards of service to the Hamilton market that we strive to deliver in the greater Toronto area.



The staff at Atlas Robinson

Front left to right: Ron Robinson, Marilyn Robinson, Karen Porchina, Lois Thompson
Back left to right: Mark Andrews, John MacDonald, Dave Jardine, Robert Allen

And Our Lucky Winner Is...

We know that we can never out-advertise our huge competitors to attract new business. Fortunately, it isn't necessary for us to even try, because experience shows that the best form of advertising is a referral from a customer for a job well done. We strive to out-perform our competitors by providing the best service available, and we hope that you will share your experience with your friends, neighbours, and relatives. We felt the best way to improve our service was to ask you, our customers, how we're doing.

In February, Atlas hosted three focus groups in Toronto, Mississauga, and Hamilton. In March we used the information from the focus groups to conduct a detailed survey of some

2,500 of our customers chosen at random. The goal was to identify the service areas that are most important to you and that you wouldn't want us to compromise under any circumstance. We also wanted to find out what additional things we could be doing to make it easier for you to do business with us. As we digest the information, we expect to make changes over the coming year that will reflect your priorities. To thank our customers for responding to the survey, we entered their names in a draw to win a \$500 gift certificate towards purchases at the Bay, Zellers, or Home Outfitters. Thank you again for the excellent response. The draw was held on Monday March 31st and the lucky winner is Paul Ambrose of Oakville.

Atlas Notes

What's New In Indoor Air Quality

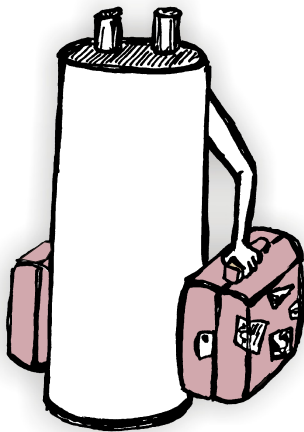
The TFP air cleaner has been with us for years, but recently it has been redesigned with fewer filter cartridges. It is available as a standard model with two cartridges, or as a HEPA model with a TFP cartridge as a prefilter and a HEPA cartridge to remove 99.9% of the particles in the air. We have had good success with this product over the past year, and we feel it is the

best choice for people who want the cleanest air in their homes.

The Swordfish is a new product using ultraviolet technology to purify air by removing mold, bacteria, and VOCs. This product is affordable, reliable, and effective without producing ozone.

Save Energy and Dilute Your Hot Water Bill

Water heating accounts for 15–40% of the average household's energy expenditure. Here are a few suggestions for cutting back on hot water usage.



When you take a vacation, give your hot water heater one too: turn it off before you leave.

- Insulate any long stretches of hot water pipes that run through unheated areas of the home, such as a crawlspace.
- If you replace your hot water heater, shop around for the most efficient one you can find and make sure that it is sized properly for your family's hot water needs.
- For laundry use only cold water, which does just as good a job of cleaning as hot. Front-loading washers use hot water much more efficiently than top-loading ones, so if you really want to

- wash with hot water and you're in the market for a new washer anyway, consider a front loader.
- Use the short cycle on your dishwasher and make sure the dishwasher is full when you run it.
- Use a timer on your hot water heater to control when the heater comes on. For example, the hot water heater may heat the water unnecessarily during the night or when you're away at work.
- Switch to low-flow shower heads and faucet aerators.
- Lower the temperature on your hot water heater to 125°F (but no lower). Turn the water heater off altogether when you go away on vacation.



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