

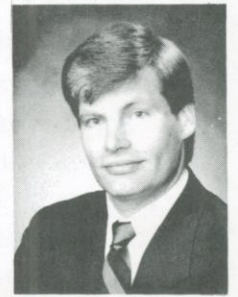


atlas air

Heating & Cooling

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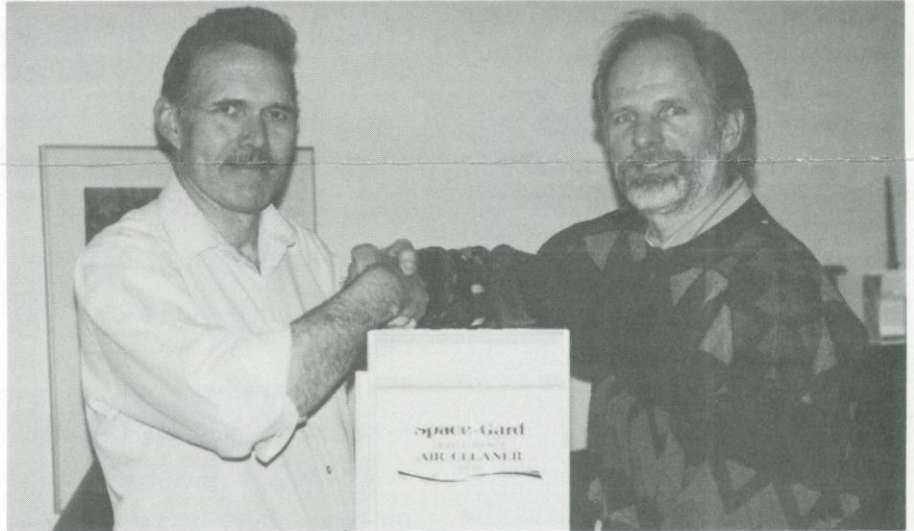
AN ENGINEER'S OPINION



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 write or call me personally *Roger Grochmal, P.Eng., President*

OLDEST OPERATING FURNACE

During the months of January and February, Atlas ran a furnace replacement promotion to encourage customers with aging gas furnaces that were still operating to upgrade them to the latest mid and high efficiency furnaces. The customer with the oldest furnace replaced during this period would win their choice of an Aprilaire humidifier, SpaceGard air cleaner or \$500 towards the purchase of a new air conditioner.



We are pleased to announce that Mr. & Mrs. Lansdell of Etobicoke won with a 34 year old furnace. They replaced the original Lennox gas furnace with a new Payne mid efficiency furnace from United Technologies.

As they had a relatively new air conditioner and humidifier, they chose a SpaceGard air cleaner which has since been installed.

This was the first major prize that the Lansdells had ever won and they were delighted.

This spring we will be running a similar promotion for operating air conditioners. Who knows, it could be yours. Look for your letter soon.

Pictured above is Mr. Lansdell along with Rudy Hogeveen, Toronto Branch Manager of Atlas to present him with his brand new SpaceGard air cleaner.

ATLAS & CEO GROUP

In 1996 you will see a new logo on much of what Atlas sends out. It is a blue parallelogram with the words CEO Group. What does this mean?

We at Atlas have been concerned for some time about trends in our industry for some companies to cut corners to survive in a new world where there are too many contractors chasing too few dollars. The upfront savings generated are usually offset by problems in the future that can turn 20 years of comfortable trouble free operation into 20 years of problems and frustration.

In the past you could count on the manufacturers partnership with a

dealer as the guarantee that they would get first class service and installation. That is no longer the case. Manufacturers have downsized their support structures and increased the number of dealers significantly.

Everyone thinks contractors are all the same. Nothing could be further from the truth. Only a handful employ licensed air conditioning or sheet metal mechanics, some use unlicensed workers and many are now using subcontractors and have all but abandoned control over quality.

How does a company like Atlas stand out and stay ahead? The CEO Group is the answer.



CEO Group Cont'd from Front Page

It is a collective of contractors from across the province of Ontario with similar problems and concerns. *The group was formed to ensure that the traditional values of quality and customer service did not disappear.*

The CEO Group organizes training for its members and their employees, establishes group purchasing arrangements to keep members competitive and be a unified voice in the industry to ensure that standards for the trade are maintained. The logo will become a seal of quality in the industry as only the best customer focused companies will be allowed to display it.

The contractor is the critical part of the installation of a furnace or air conditioner. If one sizes the equipment properly, ensures airflow is not compromised, sound levels are not increased, energy is used efficiently, and comfort levels are maintained; only then will your furnace or air conditioner do the job. We believe that our involvement in this group will keep Atlas in a position to continue to deliver the level of service that you have always come to expect.



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CUSTOMER SURVEY

Over the past 3 months Atlas conducted a detailed customer survey called Service 2000. We sent out 1,000 surveys chosen at random and received over 300 responses. Thanks to all who took the time to respond.

The results will be very helpful in helping Atlas shape the future of service. The things that were most important to all of you were:

- * Reliability - arriving on time
- * Convenience - Appointments when you want to see us
- * Problems fixed on one visit
- * After hours service at regular rates
- * More flexible payment terms for those with larger GC Plans
- * Additional coverage available on basic plans

Better followup on sales and service was the number one complaint. You will see changes to the way service is delivered over the coming year. As specific changes are developed we will announce them in future editions of *An Engineers Opinion.*

REPAIR vs REPLACE

A common question put to our service representatives is, "Should we repair or replace the equipment?"

Servicemen have a vested interest in wanting to fix everything. That is what they have been trained and are paid to do.

The answer to the question, of course, is "It depends." A thoughtful serviceman should be able to help you analyze the

factors that are important to you by asking the right questions to help you make an informed decision. These would include such questions as:

- How long do you plan to stay in the home?
- Could you manage without an operating air conditioner for one to three weeks in a heat wave?
- How old is your air conditioner? If the unit is over 12 years old and the repair cost is \$500 or more, it makes good sense to replace it.
- Does the air conditioner have a freon leak? Once air conditioners begin to leak, you can expect additional leaks in the near future.

Ask about the \$100/Ton pre-season air conditioner trade-in promotion.

AIR CLEANERS

Each year at this time, those of us with allergies to airborne particles brace ourselves. One tool in the battle is an air cleaner. Atlas has been a big proponent of the SpaceGard air cleaner. For many applications this provides the best overall value.

There are many situations where physical limitations and budget constraints require alternate solutions. Our search for superior products has taken us to Environmental Control, maker of the **Dust eater** electrostatic filter.

The filter makers are so confident of this product that it comes with a lifetime guarantee. It is only 1" thick, fits where your regular filter sits now and comes in all standard sizes. Ask your service representative about the benefits of the Dust eater.