

# The Healthy Home Report

Spring 2009



## AtlasCare®

Pursuing perfect health for your home™

## An Engineer's Opinion

*Spring has sprung... a season of renewal brings exciting changes*

Being competitive in the home comfort market means never standing still. The moment we stop evolving is when we fail to provide our customers with the best service, the most innovative products and the knowledge and expertise they have learned to expect from AtlasCare.

This spring, we celebrate our first anniversary as AtlasCare. Our rebranding saw us take a hard look at ourselves, re-examine our priorities and re-launch as a company even more committed to exceptional customer service, high-quality products and a new standard of care – AtlasCare.

Our evolution didn't end there. We have spent the last year looking at new opportunities for growth, and for better ways to care for our customers. We are pleased to announce:

1. Exciting changes to our **Guaranteed Comfort Plans** that make this essential investment more feasible and attractive to our customers.
2. The launch of the AtlasCare line of home comfort equipment – putting

the AtlasCare name on high-quality products with exceptional warranties.

3. A renewed focus on **indoor air quality** and its importance in creating a healthy home.

4. Coming soon - a revamped and comprehensive new **website** at [www.atlascare.ca](http://www.atlascare.ca) intended to act as a valuable resource designed to build relationships with current and potential customers.

As you read through this exciting edition of *The Healthy Home Report*, I invite you to contact me directly with your comments and questions about our many new endeavours and how they affect you. Call 905-829-1296 or email [rgrochmal@atlascare.ca](mailto:rgrochmal@atlascare.ca)

*Roger Grochmal*

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



## Guaranteed Comfort Plans -

Good for your home and your wallet

We have recently implemented a number of exciting changes to our plans that make signing up easy. After all, regular maintenance of your home comfort equipment can identify issues early on, so they don't become costly problems down the road.

Did you know that we **haven't raised our prices** in two years? We understand that in these uncertain economic times, spending can be difficult. Now is not the time to increase our prices, but to pass along savings that will help today, and in the long run.

That's why we've also implemented a **monthly payment option** for our service plans. You can experience worry-free comfort with this new feature.

**The AtlasCare Advantage Plan**

- Without a doubt, the **best value in protection** plans anywhere for just a little more than \$1/day. Providing coverage for repairs in addition to maintenance, we eliminate the worry and expense of a sudden breakdown of a furnace or air conditioner. We are **19% lower** than our major competitor. Furnace only \$16.99/month  
Furnace and AC \$32.99/month
- Add a gas fireplace for \$9.99/month + GST.

### Free Upgrades!

- If you have Advantage or Optimum coverage on your furnace, we will upgrade the coverage on accessories such as humidifiers, air cleaners and fireplaces so you get the Advantage benefits at the low Essential Plan cost!
- If you have an Advantage or Optimum Plan and your thermostat fails, we'll replace it at **no extra charge**.

### Additional Savings

- **If you are 65 years+ you get a 10% discount on your plan, including the GST.**
- Take advantage of our **one-time recession-busting offer!** Renew your current AtlasCare Guaranteed Comfort Plan at the regular price **before your expiry date**, and receive an AtlasCare Essential Plan on one piece of equipment for a friend, neighbour or family member **ABSOLUTELY FREE\*!**

\* Some conditions apply. Visit [www.atlascare.ca](http://www.atlascare.ca) for the fine print, or call AtlasCare at 905.829.1296.

## Breathe easy with IAQ products from AtlasCare

An important component of pursuing perfect health for our customers' homes is ensuring their indoor air is clean and safe. A healthy indoor environment is easy to achieve with indoor air quality solutions from AtlasCare.



From Canary Air Quality Assurance testing that evaluates the quality of your home's indoor air, to duct cleaning that reduces dust and allergens, we are committed to improving the air you breathe every day. Watch for more details coming soon about new IAQ product offerings bearing the AtlasCare name and be sure to check out the enclosed brochure for great spring specials.

**Healthy Home Tip**  
Replace chemical cleaners with natural alternatives

# Heating and cooling products we trust so much we've put our name on them

For over 75 years, the name AtlasCare has been synonymous with excellence in customer care. The passion demonstrated by our people has resulted in a new standard of customer care... **AtlasCare**, that is unmatched by any customer service organization, anywhere!

This spring sees the launch of a new line of heating, cooling and indoor air products all featuring a very distinct advantage – the AtlasCare name. Our confidence in the quality of these products means we're proud to put our name behind them and provide some amazing features to our customers.

Why did we do this for our customers? An AtlasCare line of furnaces and air conditioners allows us to pass on exceptional rates for top-quality products. Combine competitive pricing with an exclusive 10-year parts and labour warranty, and back it up with the service, installation and quality you know and trust, and it's clear why home comfort products from AtlasCare mean good health for your home.

Give us a call today for more information, or visit [www.atlascare.ca](http://www.atlascare.ca).



**Healthy Home Tip**  
Don't store firewood indoors

## AtlasCare in the Community

### Warming hearts and filling bellies

This winter, AtlasCare embarked on its second annual Comfort Drive to collect gently used coats, boots and other winter apparel for Out of the Cold. We are pleased to announce that with help from our corporate neighbours and our many valued customers, we were able to provide this organization with a significant donation this year. We thank everyone who participated and took the time to support such a worthwhile cause.



It is because of our affiliation with Out of the Cold and our Comfort Drive program that we became aware of what other needs exist for this organization. On January 31, 2009, we hosted a dinner at Blythwood Baptist Church for 85 people dependent on the services Out of the Cold provides. AtlasCare was responsible for purchasing the food while our team cooked the meal, served it to the guests and took care of clean-up afterwards.

"The highlight of the evening was distributing the coats from our Comfort Drive", says AtlasCare president **Roger Grochmal**. "When we arrived there were only two coats hanging on the rack available for guests. Due to the hard work and generosity of many contributors, everyone got a new coat to wear for the balance of the winter."

Special thanks to all of the AtlasCare volunteers: Robin Hanson, Roxanne and Darin Jasan, Diane and Dick Thomas, Tina and John Hart, Tina and Steve Youdowitch, Michael Grochmal, Chloe Shackelton, Margaret and Gayne Howard, Stan Blomberg and Chris Jakobson.

## Hydronic Happenings

With Ron Robinson, AtlasCare Hydronic Specialist

### Schedule equipment upgrades during off-season

In the last issue of *The Healthy Home Report*, we talked about some of the issues our customers face with regard to hot water heating systems – in particular older systems that may not meet basic code requirements. While controls can easily be installed to provide compliance, replacing your boiler all together (particularly if it's an old, inefficient model) may be the most cost effective and energy efficient option considering government rebates and tax credits.

Now that spring has sprung, your heating system is probably not at the top of your priority list; however, this is the perfect time to upgrade to a new hot water system. A boiler needs to be drained to be removed from the home, and if we do this during warmer months when there is no dependence on the boiler for heat, there is minimal disruption for homeowners. In addition, scheduling upgrades during the off-season means there is more flexibility when it comes to booking appointments.

If you're interested in a no-cost, no-obligation consultation, I'd be happy to meet with you to discuss your options. **Give us a call at 905.829.1296 today.**

**Healthy Home Tip**  
Avoid using aerosols

## At Your Service

With Dick Thomas

**Keeping your home comfort equipment running smoothly, from your furnace and air conditioner to your thermostat, is as simple as following a few easy steps.**

- **Replace your furnace filters regularly** – There are advantages to keeping your furnace filters clean. A clogged furnace filter restricts air flow so your system has to work harder, increasing the energy and cost required to operate the equipment. We recommend replacing your filter every two months.

There are different types of furnace filters available on the market today, from inexpensive and disposable to high-quality washable/reusable filters. We would be happy to recommend a filter that suits your needs and budget. We can change your filter as part of your regular tune-up, or an

appointment can be scheduled at your convenience. Talk to your Healthy Home Technician. **We have reduced prices on most filters by 10%.**

- **Replace the batteries in your programmable thermostat** – Add this to your daylight savings checklist when you check and/or replace the batteries in your carbon monoxide and smoke detectors. Ensuring proper operation of your thermostat helps to maximize your energy savings.
- **Schedule your air conditioner tune-up** – We can't stress enough the importance of tuning up your air conditioner to maintain maximum efficiency and ensure it is operating properly and safely. See the article about changes to our Guaranteed Comfort Plans for more information about incorporating this important check-up as part of the overall health of your home comfort equipment.

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