

**FRIENDLY  
HEATING AND AIR**  
123-456-7890



## Never Too Busy For "Thank You"

To you and all the loyal customers who have depended on us to meet your heating and air conditioning needs over the past years, we offer our sincere thanks. We know that in today's competitive market, you have a variety of choices for service, and we want to thank you for continuing to rely on us.

We consider you our business's most valuable asset. For without you, we would not exist. And because you are so important to us, we want you to know that every member of the (company name) team is constantly striving to meet your needs in the most efficient way possible.

We will continue to offer you the highest-quality products available today, as well as the most prompt and courteous service possible. If you ever feel we have overlooked an opportunity to serve you properly, please contact us and we will give the matter our full attention.

Our team looks forward to continuing our service to you in the future.

**Call Us Today at 123-456-7890**

Take advantage of these special savings!

✂

**SAMPLE COUPON**

**ONLY \$XX**

Copy to go here. Copy to go here. Copy to go here. Copy to go here.  
Copy to go here. Copy to go here. Copy to go here.

Offer good through XX/XX/XX at Friendly Htg. & Air. Please present coupon at time of service or sale. Not valid with other offers. If you can't use this coupon, perhaps your neighbor can.

✂

**SAMPLE COUPON**

**FREE**

Copy to go here. Copy to go here. Copy to go here. Copy to go here.  
Copy to go here. Copy to go here. Copy to go here.

Offer good through XX/XX/XX at Friendly Htg. & Air. Please present coupon at time of service or sale. Not valid with other offers. If you can't use this coupon, perhaps your neighbor can.

**FRIENDLY  
HEATING AND AIR**

**123-456-7890**

Residential • Commercial • Installation • Service

[www.yourwebaddresshere.com](http://www.yourwebaddresshere.com)

POSTAL  
PERMIT  
HERE



We honor:



**SERVICE ★  
AVAILABLE ★  
Monday-Saturday**

### Low Cost Protection

Investing in a planned maintenance agreement for your home's comfort system may be the best investment you've ever made. Scheduled maintenance tune-ups can reduce the cost of heating your home, extend the life of your equipment and detect, as well as, correct operational issues before they happen. This is low cost protection you can't afford to pass up.

During your heating tune-up, our expert technicians put your system through a comprehensive inspection. Resulting in a well-tuned heating system that will run at the peak of efficiency and lower the risk of needing emergency service. You'll enjoy a warmer fall and lower energy bills.

Remember, when it comes to saving money, a low cost tune-up may be your best investment. You'll have peace of mind that your heating system will be operating at peak performance, using less energy and saving you money. Preventative maintenance not only extends the life of your system, but protects against costly breakdowns — which could leave you with a chill.

Don't wait until it's too late! Call today to schedule your low cost tune-up today. You'll be glad you did — and so will your family.

© 2008 The Newsletter Company Printed on recycled paper.

# Changing SEASONS

A QUARTERLY PUBLICATION FOR THE CUSTOMERS OF FRIENDLY HEATING AND AIR



summer 2008

**FRIENDLY  
HEATING AND AIR**

1234 Main Street • Anytown, USA

**123-456-7890**

[www.yourwebaddresshere.com](http://www.yourwebaddresshere.com)

See inside for  
special savings!

## Cooling Harmony: Getting in Sync With Your Comfort

Many homeowners spend a lot of time making their homes appear comfortable, with just the right furnishings and accessories, appliances, lighting and more. But appearances are only skin deep. True home comfort comes with a perfectly balanced indoor environment, one in which the conditioned air is clean, healthy and at just the right temperature every season of the year. As the summer begins to heat

Continued on page 2

Continued from page 1

up, this may be the perfect time to get your home comfort in sync.

**Proper maintenance.** A well-maintained air conditioning system will operate more efficiently and make you feel more comfortable on the hottest days of the year. It's a good idea to have your cooling system serviced before it's called into duty. If you already know your system is on borrowed time, ask us to perform a complete evaluation. Factor in the frequency of repairs, the age of the system and how much you're paying in monthly cooling bills. It may just be time for a replacement.

**When it's time to replace, consider high efficiency.** The best thing for your home and pocketbook is to replace an old, underperforming system with high-efficiency equipment. It may cost more initially, but it'll pay you back every month in lower cooling bills and significantly improve your comfort. Today's highest-efficiency home comfort systems are equipped with state-of-the-art technology that can provide quiet, uniform temperatures in even the hardest-to-cool rooms. You'll also find an array of enhanced comfort features to choose from, including advanced air filtration and ventilation systems, humidification and dehumidification systems, and more.

You'll love the results. Lower cooling bills, better comfort and a fully balanced system that's under warranty. Plus, cleaner, healthier air and peace of mind. The perfect indoor environment. What are you waiting for?

**Give us a call.** Our home comfort professionals are here to help you make the best long-term comfort decision for your home and family. Let us help get your home's comfort in sync.



Our trained comfort professionals can determine whether it's time to replace your home's existing comfort system with a more energy-efficient model.



## YOUR QUESTIONS ANSWERED

**Q** Should I have my air ducts cleaned and inspected?

**a** Everyone's home is different. Some households produce large volumes of dust, mold and allergens, which can permeate air ducts and diminish the quality of indoor air. The wisest thing to do is schedule a duct inspection. There



Proper air duct maintenance helps ensure cleaner indoor air.

are three things that can trigger the need for a duct cleaning:

- Substantial visible mold growth inside your ductwork
- Ducts clogged with excessive amounts of dust and visible particles
- Ducts infested with insects or rodents.

Often, ductwork needs to be sealed as well. If leaks go unchecked, pollutants and allergens can enter ductwork and contaminate your living space. Proper air duct maintenance not only improves the quality of your air, but also impacts energy bills by reducing the amount of cool air that escapes.

As home comfort experts, we can ensure that every part of your heating and cooling system is working correctly and efficiently.

## Germicidal Lamps Create Cleaner Air

Well-insulated homes are designed to seal in conditioned air, creating a leak-free, energy-efficient envelope. Unfortunately, this tight construction also seals in unwanted particles and microscopic living organisms that can adversely affect indoor air quality and cause severe health problems. Air filters and filtration systems can eliminate many of these substances, but a UV germicidal lamp takes it a step further by actually destroying hidden pollutants.



Germicidal lights help make your home environment healthier.

Germicidal lamps are powered with maximum-intensity ultraviolet light that can dramatically reduce concentrations of mold, mildew, viruses and bacteria, as well as other surface pathogens. These special UV lights can also diminish the amount of small particulates such as pollen, allergens, smoke, dust and pet dander. Most germicidal lamps are mounted inside ductwork and can work with an existing heating and cooling system. If you're serious about creating a cleaner, healthier indoor environment, give us a call today.

## Big Savings in a Small Package

When it comes to energy-saving solutions, there's one little device that's frequently overlooked as a quick and easy antidote to high utility bills. It's true — programmable thermostats are the unsung heroes of savings, allowing you to save as much as \$150 a year or more on heating and cooling costs.

We all know that setting the thermostat higher in the summer and lower in the winter will reduce our energy use — we just have to remember to do it. The beauty of a programmable thermostat is that it does the thinking for us. Once it's programmed, it'll provide the right amount of comfort only when it's needed, matching its schedule to yours.

Don't pay more than you have to for your comfort. We're here to guide you through all the thermostat options and help you gain control of your energy use.



Programmable thermostats are an easy, effective way to control the temperature in your home and help reduce your energy use.

## Understanding UV Rays

Ultraviolet (UV) light is electromagnetic radiation that's transmitted to Earth from the Sun and radiated over a broad spectrum of wavelengths. Violet is the color of the shortest wavelength of visible light, while ultraviolet light refers to the invisible rays beyond this end of the light spectrum, or "beyond violet." On Earth, we're protected from this direct onslaught of radiation by our atmosphere's stratospheric ozone layer, which absorbs most of the Sun's UV rays.

Depending on the type of radiation, some of the harmful rays can and do reach the Earth's surface. UVA rays are not absorbed by the ozone layer, and UVB rays are only partly absorbed. These are the rays that can cause skin cancer, cataracts, and premature aging of the skin. UV radiation is constant year round, but is the greatest during late spring and early summer.

Reflective surfaces such as sand, snow or water can intensify the effects of these rays, which reach you whether it's cloudy and hazy, or sunny and bright.

Limit your sun exposure when possible and always wear sunscreen.

