



Energy Matters



PERSONALLY SPEAKING

we make going green easy

Dear Friends,

At Princeton Air, we try to balance our responsibility to keep your family comfortable with our responsibility to the **environment**. Thanks to our affiliation with **GreenHomes America** and our well-trained staff, we can offer unique solutions to enhance the comfort, energy efficiency and air quality of our customers' homes.



To save money and make your home greener ask us about a **Comprehensive Home Assessment**. We'll send an advisor certified by the Building Performance Institute to evaluate your home's energy efficiency and develop a plan for improvements, from simple steps, such as sealing windows and doors, to bigger projects, such as upgrading your insulation or equipment.

If you replace your equipment, you may qualify for a **federal tax credit** of up to

\$1,500. An even bigger credit is available for geothermal systems (see page 4). You may be able to save even more by taking advantage of **state rebates** of up to \$10,000.

So if you're facing a comfort problem or looking for a new system, talk to us. We have the expertise to make your home more

comfortable and energy efficient. Let us know what we can do to help.

Warmly,

J. Scott Needham

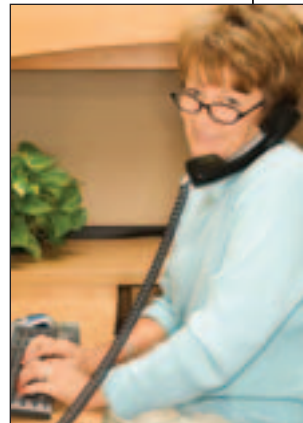
P.S. Congratulations to the **winners of the Blu-ray disc players** in our fall newsletter contest: **Diane J. Andrews, Terry Thomas, Carl R. Schriver, Louis G. Gianviti and Lynn and Caro Pape.**

we always answer your calls

What a winter this has been! During one cold week in December, our customer service reps were handling 10 calls per hour! We are happy to say that every one of them was answered and no one got a busy signal.

Whenever you call, no matter what the weather, we are ready to help. Unlike many other companies, we handle every call in person. Emergency calls are dispatched immediately to a technician in the area (with the aid of the GPS systems and netbooks we have in each truck).

Every request, big or small, is handled efficiently and expeditiously. Our goal is to provide outstanding service. Please let us know if we ever fail to deliver.



look for our new website

We are redesigning our website to save you time and keep you better informed. Soon you will be able to request service—including repairs, tune-ups and duct cleaning—and schedule **FREE** estimates for new equipment. You'll also find information on our products, special offers, system troubleshooting, financing programs and industry news. The new website will be going live soon, so keep checking **PrincetonAir.com**.

HWN10-11198

an iPod touch

Enter to win an iPod touch today! It not only lets you enjoy music, videos and games, but it's a pocket computer too, giving you mobile access to the Internet and email.

Read this newsletter and answer the questions on the enclosed reply card or log on to PrincetonAir.com. All entries received by 5-14-10 with the correct answers will be entered in a drawing. **Five prizes will be awarded.**

The 32GB iPod touch holds **7,000 songs, 40 hours of video and 40,000 photos!** Features include **voice control, Wi-Fi, Bluetooth, built-in speaker and earphones with remote and mic.**

\$299 value!

Keeping your home—and family—healthy



Like your family doctor, your technician will analyze your home's "symptoms" to determine the cause of your complaint. Talking with you can reduce the time he spends in your home and help him solve the problem quickly. Here are ways you can help!

you can be a "doctor" too!

Every problem has a symptom and, frequently, it is accompanied by a noise. Or the problem is the noise itself.

To help you distinguish between minor and major problems, here's a list of common noises you may hear. These are general guidelines provided solely for educational purposes. A correct diagnosis can only be made after a system inspection.

Humming: This usually comes from the transformer; all transformers hum to some degree. If the humming begins to increase, it's an early signal that the fan motor may be wearing out. Immediate attention is not required, but an inspection should be done soon.

Scraping: This often happens when the bearings in the blower motor wear out. If you hear this noise, shut off the system immediately to avoid further damage. Then call us for service.

Squealing: If it's an older system, the blower motor may need oil. There may also be a loose belt.

Vibration: The blower wheel or motor may need to be rebalanced.

Whistling: A dirty filter may be constricting airflow.

Popping: Abnormal air pressure makes ducts pop in and out. This can be caused by a clogged filter, an undersized or flimsy duct, or closed vents.

Creaking: When air is forced through your ductwork, you may hear creaking noises because the ducts are expanding and contracting. This usually doesn't happen with a properly installed variable-speed system. There will be reduced air turbulence because the system doesn't "blast" on and off.



get to know your system

To be as prepared as possible, pay attention to your comfort system while it's acting "normal." That way you'll be more aware of anything different, such as unusual noises or strange odors, when your system is operating.

Listen for the various sounds your system makes and observe how long

the sound generally continues.

It's also helpful to know which circuit breaker controls your system, where the system's power switch is and the location of your air filter. If you're unsure about these things, ask your service technician about them the next time he visits your home.



clean the air, fight the flu

We all know frequent hand washing is a great way to fend off viruses and bacteria. But did you know there's

a link between your health and the quality of your home's air? While there's never a sure-fire method of avoiding illness all the time, the chances of contracting a disease may be greatly reduced if your home's **indoor air quality (IAQ)** is kept at a healthy level.

The U.S. Environmental Protection Agency says air purification systems are important for maintaining healthy indoor air. These systems can be highly effective in reducing airborne viruses, germs, bacteria, allergens and other pollutants. Air purifiers are strongly recommended for anyone who suffers from asthma and allergies.

Many different air purification systems are available. For help in determining which one is right for your family, please give us a call.

IAQ facts

- **Up to half of all illnesses are either caused or aggravated by indoor air pollution.**
— American College of Allergists
- **For one out of six people who suffer from allergies, there is a direct relationship between their symptoms and the presence of fungi and bacteria in their home's air duct system.**
— TotalHealth Magazine
- **Children and the elderly are especially vulnerable to health problems caused by or made worse by polluted indoor air.**
— U.S. Department of Consumer Affairs

symptoms of carbon monoxide poisoning



Most cases of carbon monoxide (CO) poisoning occur during the flu season. And because many

CO symptoms mimic the flu—fatigue, dizziness, nausea—most people initially don't recognize the danger of the situation.

That's why it's important to have carbon monoxide detectors in your home—especially in your bedrooms. If the detector sounds an alarm, ventilate the home with fresh air right away. If you feel dizzy or drowsy, leave the house immediately.

a tricky diagnosis

Identifying the source of dangerous levels of carbon monoxide can be complex

To ensure your family's safety, be diligent about having regular maintenance done on your heating appliances.

at times because there can be various causes, such as:

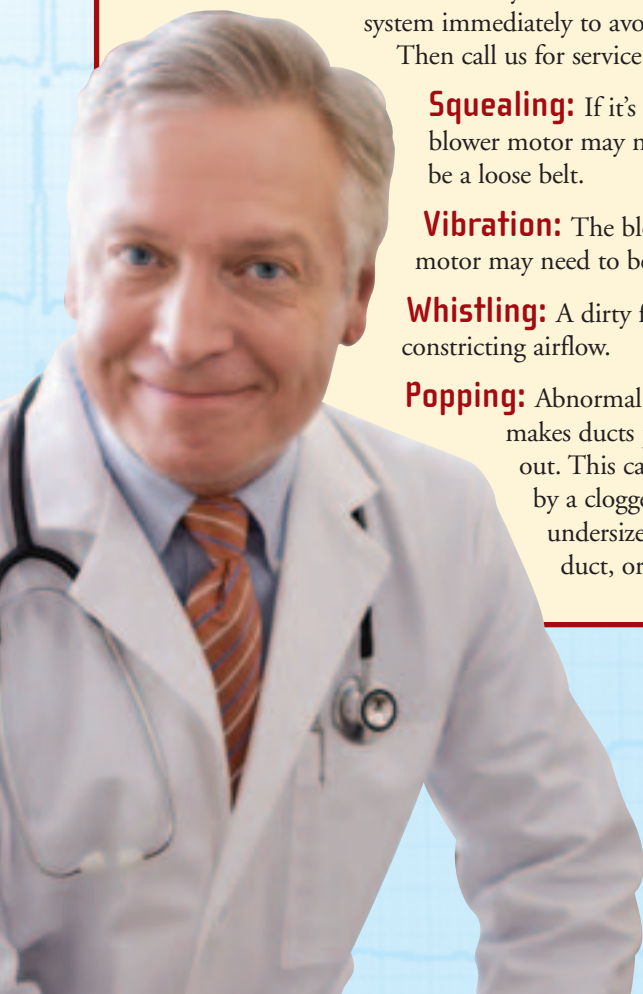
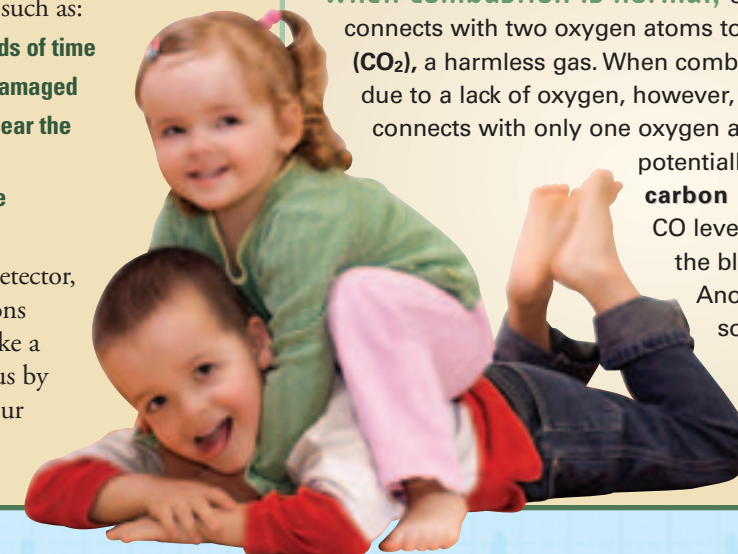
- **operating unvented appliances for long periods of time**
- **a heating system that's out of adjustment or damaged**
- **back drafts caused by pressure imbalances near the heating appliance**
- **leaving a vehicle idling in an attached garage**
- **a blocked flue**

All of these situations could set off a CO detector, but by the time a technician arrives, conditions may have changed, making it difficult to make a proper diagnosis. Once again, you can help us by sharing as much information as possible so our technician can identify the problem.

how carbon monoxide forms

When combustion is normal, one carbon atom connects with two oxygen atoms to form **carbon dioxide (CO₂)**, a harmless gas. When combustion is incomplete due to a lack of oxygen, however, each carbon atom connects with only one oxygen atom. This forms the potentially toxic gas known as **carbon monoxide (CO)**. High CO levels inhibit the ability of the blood to carry oxygen.

Another reason that CO is so dangerous is that it's an invisible threat: you can't see it or smell it.





Princeton Air

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Home Performance with ENERGY STAR can lower your energy bills and make your home more comfortable.

Ask an expert about **GEO THERMAL**

Q: I heard you can only install geothermal systems in big homes. Is that true?

A: No. We've installed geothermal systems in all types and sizes of homes, and as replacements for oil and natural gas systems, and traditional heat pumps. We've found that people who go from oil to geothermal save as much as 70% on energy costs.

Q: I heard geothermal systems are expensive. Can I really afford one?

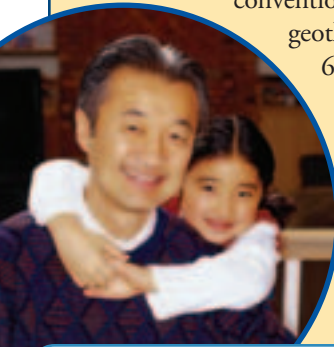
A: For the initial investment, sizeable financial incentives can lower the cost substantially. Geothermal systems qualify for a 30% federal tax credit—without the \$1,500 limit that applies to conventional systems. State rebates are also available. Over the long term, geothermal systems are really cost effective. On average, they cost 60% less to operate than a regular system and last twice as long, an average of 28 to 30 years.



Bob Pietrangelo, who recently joined Princeton Air, is our geothermal expert.

Q: Will my lawn be damaged when the system is installed?

A: There is minimal disruption, and within six months, your lawn will look as good as ever.



one customer's story

Chris Tozzi couldn't be more pleased with the installation of a **geothermal system** at his Hamilton home last summer. Here's what he had to say:

"The system was put in well. Bob [Pietrangelo] overcame some installation issues quickly and economically. He did additional ductwork, for example. So far my utility bills are negligible, and the system is running efficiently and keeping us comfortable. I'm looking forward to big savings over the long term."

how a geothermal system works

Geothermal heat pumps provide one of the best opportunities to make your home "green." They make use of the natural energy in the earth, using less energy from conventional sources and helping protect the environment by reducing your carbon footprint.

The lot surrounding an average suburban home contains a huge supply of thermal energy—as much as 10 times what is needed for one heating season. This in-ground reservoir of heat is replenished by the warmth of the sun and from heat held in the surrounding earth. Geothermal systems capture this "free" energy with a set of pipes buried in the ground.

When you use the earth as an energy source to heat and cool your home, you get a continuous supply of renewable and environmentally friendly energy!

