

# MAXimum Comfort News

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## PRESIDENT'S MESSAGE

# Save Green!



### What's Inside

- Green Air Conditioning
- Green Cash Contest
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- To Repair or Replace?
- Service Agreements
- Carrier® Cool Cash Offer
- More Ways to Save



In the past two issues of this newsletter, we told you how to go green and how to stay green. In this issue, we'll focus on how to *save green*.

Energy costs have certainly been on a roller coaster ride — soaring to record highs and then dipping to figures not seen since 2004. While we can't predict where energy costs will go next, we can with certainty say that the **best "insurance policy" against price volatility is energy conservation.**

**Conserving energy goes hand in hand with saving money — and that's why this issue of *MAXimum Comfort News* is dedicated to saving green.** Every article features a different way to save money (or win it!):

- Find out whether it is more cost-effective to **repair or replace your existing comfort systems.**
- Discover why **service agreements** are more than just pieces of paper — they're a great way to go green and stay green.

- Check out **more ways to save** on your new comfort equipment purchase.

- Learn how the latest

**Carrier air conditioners** are greener than ever.

- Save, save, save with our **"Carrier Cool Cash Rebate"** — up to \$1,200 cash back on your new "green" Carrier equipment.
- Meet the **winners of our fall contest!**
- Enter our **spring "Green Cash" contest** and win up to \$500!

**It's time to save green!** Thank you for your loyalty, and enjoy a warm and wonderful spring.

Sincerely,

*John W. Hentkowski*

John W. Hentkowski  
President



Enter Our  
New Contest on  
page 2 – You  
Could Win \$500!

SPRING 2009

## HENTKOWSKI, INC. WINS CARRIER PRESIDENT'S AWARD

We are honored to have been selected as a Carrier President's Award Dealer. President's Award recipients are businesses that far exceed high expectations, not only as Carrier dealers, but also as Carrier Factory Authorized Dealers — who are held to an even more exacting set of standards. Carrier chose Hentkowski, Inc. for this award in recognition of our excellence in leadership, integrity and performance, as well as for the leading-edge training our technicians receive. The President's Award is also a testament to our goal of complete customer satisfaction through personal follow-up and quick, knowledgeable solutions to your home comfort problems. Our entire staff will be enjoying this elite status, as they all played an important role in earning this distinction.

# Is Your Air Conditioner Green?

If your current central air conditioning unit is leaking coolant or needs a replacement, or if you're thinking of installing central air for the first time, it's time to go green with earth-friendly Puron® refrigerant.

Environmentally sound, chlorine-free Puron® is the refrigerant of the future. Puron® refrigerant replaces other refrigerants, such as R-22 (also known as Freon) that may cause the earth's ozone layer to diminish. A diminishing ozone layer has been linked to global warming.

Carrier's Puron® refrigerant-based central air conditioners offer you several benefits, including:

**Energy efficiency:** Most Puron® refrigerant air conditioners offer higher efficiency ratings. Puron®'s heat-transfer properties lend themselves to higher-efficiency performance.

**Reliability:** Carrier air conditioners with Puron® have become the most reliable products in the company's entire line – and as your comfort company, we can attest to that, as well.

**Quiet operation:** Many of the air conditioners and heat pumps with Puron® also offer Carrier's Silencer System technology for quieter operation.



**If it's a Carrier unit with Puron®, it is!**

## Future cost of service savings:

Because of the U.S. government mandated phase-out of R-22 based new equipment by 2010, and the ceasing of R-22 production completely by 2015, R-22 will be increasingly more expensive and hard to find – so you should be wary of any deals on these units that seem too good to be true. Choosing Puron® refrigerant now can help you avoid the potential rising cost of servicing most of today's air conditioners and heat pumps. As your local ServAssure dealer specializing in the latest Carrier products, you can trust us to provide the most efficient and eco-friendly equipment at a price that fits your family budget.

**EPA incentives:** Financial incentives for purchasing central air conditioners with minimum efficiencies of 13.0 SEER (Seasonal Energy Efficiency Ratio) may be available to you (see article on page 4).

## Carrier Leads the Way

Carrier introduced Puron® refrigerant in 1996 – six years before other manufacturers caught up. Additionally, in 2006, the U.S. government mandated a change in minimum energy efficiency standards from 10.0 to 13.0 SEER. Carrier's outstanding line of air conditioners has the highest efficiencies in the industry – up to 21 SEER with its advanced Infinity™ series. Carrier is trusted in more homes than any other brand.



For answers to any questions you may have on the phase-out of R-22 refrigerant, visit the EPA's special Frequently Asked Questions Web page, at [www.epa.gov/Ozone/title6/phaseout/homeowners\\_faqs.html](http://www.epa.gov/Ozone/title6/phaseout/homeowners_faqs.html).

# Win up to \$500 in our Spring "Green Cash" Contest!

What better way to go green than with some greenbacks in your very own hands? Enter our "Green Cash" contest and you'll have a chance at \$500 to offset your energy bills ... purchase new, energy-efficient comfort equipment ... or simply do whatever you wish! (And our \$300 second prize is no small potatoes either!)

**Enter to win by using the form on page 4!**

No purchase necessary to enter and win. Winners will be selected by random drawing at contest end (May 31, 2009) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

**Congratulations to all our winners.**

**2 Don't forget to enter our spring "Green Cash" contest!**

## FALL CONTEST WINNERS

### 13 Second Prize Winners

The following customers won energy-saving Carrier® Edge™ programmable thermostats:

**Richard Baker**  
Foley Mechanical, Inc.

**Gertrude Blocker**  
Comfort Control Corp.

**Johanna Erwin**  
John Cipollone, Inc.

**Kelly Gilfert**  
Sullivan Fuel Company

**Theresa Hibbs**  
Harris Comfort Corp.

**Stephanie McFadden**  
Alltemp Enterprise, Inc.

**Lisa Neidig**  
Leggett, Inc.

**Jose and Cathy Perna**  
Werley Heating & Air Conditioning

**Joseph Rega**  
Scatton's Heating & Cooling

**Karen Snow**  
Precision Air, Inc.

**John Waldron**  
Richardson Air Systems

**Michael West**  
Sanders Trade Services

**Cynthia Williams**  
Hentkowski, Inc.

## Flat Screen TV Grand Prize Winner

The Baxters of Oreland, PA are the grand prize winners of a flat screen TV.



l. to r. Gene Kiessling (Service Manager, Self Heating & Cooling), Mr. & Mrs. Baxter, Robert Self



# To Repair or Replace? That Is the Question

Because of the continued challenges of the economy, we feel it is important to bring you this information we originally presented last spring.

Sure, you can have your existing system cleaned, checked and repaired. But if your furnace is over 20 years old, it's probably running at only 60-65% of its optimum efficiency. Modern heating equipment, on the other hand — such as the Carrier® units we offer — boast efficiency levels exceeding 96%!

The savings from using less energy could pay for the new equipment in as little as five years! Plus, new systems are cleaner, quieter, and more dependable than ever.

So, is upgrading for you? Ask yourself the questions at right — then call us to review your options and discover the thousands of dollars in potential savings you probably didn't know you could earn!



What is the efficiency rating of your old system?  
(Call us to find out.)

Is your current system ENERGY STAR rated?

Yes  No

How old is your existing HVAC (heating ventilation and cooling) system?

Less than 10 years  
 More than 10 years

Have you noticed an increase in energy usage over the past year to heat and cool your home?

Yes  No

How is the overall operating condition of your system?

Good  Adequate  Poor

Has your system required extensive or costly repairs in the last year or two?

Yes  No

How many hours a day does your system operate?

Less than 5 hours  
 5-9 hours  
 10 hours or more

How long do you plan to live at your current residence?

Two years or less  
 Three years or more

What is the approximate cost to operate your current system?  
\$ \_\_\_\_\_

What is the likelihood of continued system failure, considering the age of the unit?

Very likely  Unsure  
 Not very likely

Does your current unit keep you comfortable?

Yes  No

Is the operational sound of your current system disruptive?

Yes  No

## Common Energy Saving Options — Always A Smart Investment!

Option	Energy Savings	Payback in Years
Efficiency Tune-Up	Up to 10%	0-1
Programmable Thermostat	10%	1
Flame Retention Burner	15-18%	1-3
New Boiler or Furnace	20-40%	4-8

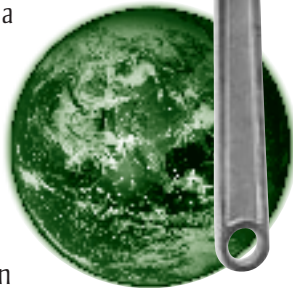
## Go Green ... Stay Green ... with a Service Agreement

A service agreement, also known as a service contract or maintenance plan, helps ensure that your heating and/or cooling systems are achieving maximum efficiency — while shielding you from expensive, out-of-pocket costs.

The tune-up aspect of a service plan is in itself a significant money-saver. Tests

conducted by the Department of Energy have proven that a tune-up can lower your annual energy bills by as much as 10 percent!

Most of all, a service plan provides valuable protection of your home comfort system and peace of mind for you and your family.



Bring more comfort to your world.

up to **\$1,200 Cash Back** on a New High Efficiency Carrier Heating & Cooling System!\*\*\*



Turn to the Experts™



An energy-efficient Infinity™ 19 heat pump by Carrier will reduce your heating and cooling costs by up to 40% while also reducing your impact on the environment.\*

**Financing Available**

\*Heating and cooling cost savings as compared to a previous heat pump model.

**Up to \$1,500 Federal Tax Credits for High Efficiency Units -**  
ask for details.



The BEST BUY SEAL is a registered trademark of Consumers Digest Communications, L.L.C. used under license.  
\*\*\*Cool Cash rebate offer available at participating Carrier Dealers only. Offer valid March 2nd through June 30th, 2009. System must be installed by July 15th, 2009. Rebate amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Call dealer for complete details.



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# More Ways to Save Money

The articles in this issue of *MAXimum Comfort News* offer several ways to save money through energy conservation, upgrading your comfort equipment, annual tune-ups and more – take a look! You'll be happy to know there are even more ways to put more money in your wallet.

We can help! The following may be available to you. Please call our office for specific rebate, tax credit and financing programs offered.

- **ServAssure rebates – call us**
- **Federal tax credits**
- **State rebates • Utility rebates**
- **Energy loan programs**



## Want more information?

*Simply complete the form below and send it back to us.*

Name (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail Address

Please enter me in the "Green Cash" contest!  
 Please see entry rules on page 2.



### I'd like more information on:

*(check all applicable)*

- NEW Carrier Infinity Products
- NEW Carrier Oil Furnace
- NEW Carrier Thermostats
- Air Conditioning
- Heat Pumps
- Oilheat
- Payment Plans
- Service Contracts
- Satisfaction Guarantee
- Indoor Air Quality
- Conservation Tips