



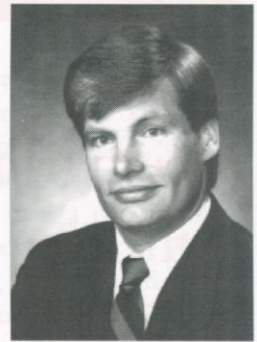
atlas air

Heating • Cooling

Air Quality

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AN ENGINEER'S OPINION



EDITORIAL

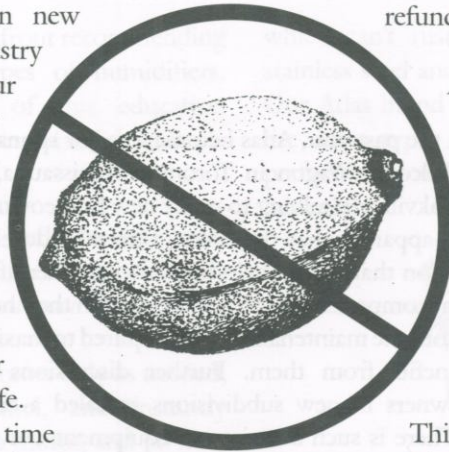
The Ultimate Guarantee

Atlas has just completed one of the busiest summers in the history of the company. Our investment in people and systems over the past two years allowed us to handle this significant increase in business without problem. As we pass the mid-point in our 65th year, we would like to thank the many thousands of homeowners who have placed their trust in Atlas.

One of the best ways to earn trust is to stand behind the products you sell and the work you do. The most common new product guarantee in our industry is a 5-year parts-and-labour warranty. All too many companies are good at making this promise, but unfortunately very few are consistent in following through. Companies that provide this sort of empty assurance are not unique to our industry; they're just a fact of life. Nevertheless, it can be a very time consuming and frustrating experience to get what is often in the end unsatisfactory service from contractors who are not willing to back their own guarantees. We know, because Atlas often gets called in by equipment manufacturers to sort things out.

Last winter we performed an extensive survey among our customers to find out what kind of guarantees would mean the most to them. The answer was unequivocal: 5-year parts-and-labour warranties on new equipment purchases with satisfaction guaranteed. The reality is that furnaces and air conditioners are purchased so infrequently and their performance has such a big impact on comfort over a 20-year period that getting a bad unit must be avoided at all costs.

Atlas already has a 5-year guarantee that exceeds the industry standard because it includes annual maintenance. To support our guarantee with the ultimate in customer satisfaction, we are pleased to announce the ultimate warranty: The Atlas One-Year No Lemon Guarantee. This is in addition to the 5-year warranty. Every now and again the best factory in the world will turn out a unit that's just not right. It won't work properly no matter how many service calls are made. If you happen to get that one, and your patience is gone, Atlas will haul it out. We'll either replace it or refund your money. Your choice.



As a matter of fact, Atlas has always had an informal refund-or-replacement policy when it comes to 'lemons', but your recent input on our survey convinced us that it was the right time to roll it out across the board. We now have the best guarantee in the business, period.

This issue of *An Engineer's Opinion* also contains details about our *Homeowner's Guide to Home Comfort*, which contains information on exciting quality products from Carrier and Venmar, and tips for the complete maintenance of all of the comfort equipment in your home.

All in all, there are more reasons than ever to upgrade the comfort in your home, especially when it's backed up with the No Lemon Guarantee.

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

Regular Maintenance is the Key to Avoiding Serious Furnace Problems

To many people, furnaces fall under the category of "if it ain't broke, don't fix it". These people wait until the furnace completely fails before they feel compelled to take any action. In fact, a furnace could be in serious condition but still deliver warm air to heat the house. How can this be?

First, a furnace could be delivering heat but doing so very inefficiently. There are various reasons why this might be; examples include a gas valve with an incorrect pressure setting, burners that are out of alignment, or a build up of dirt and debris.

A second and more serious hidden problem with your furnace is that the heat exchanger could be cracked, which would allow colorless, odorless and highly poisonous carbon monoxide (CO) gas to leak out into your home.

You yourself may have inadvertently created a problem with your furnace if you have made some modification to your house that decreases the supply of combustion air. For example, if you finish your basement, tightening up any leaks in an effort to save energy, you may create an



area of negative pressure around the furnace, causing it to back draft. Finally, corrosion could occur from leaking humidifiers and air conditioners.

The consequences of any or all of the above problems with your furnace include the following:

- ◆ You spend more on gas
- ◆ Your family may suffer from CO poisoning, which may not kill you but will affect the quality of the air and your general health, and may result in long-term health problems
- ◆ The life of the furnace will be shortened

Many people take out a parts insurance program such as H.I.P. (Heating Insurance Plan) with a gas utility, in the belief that they are well looked after. These plans will not prevent any of the problems above, nor will they correct them. There is a lot more to the safe and economical operation of a gas furnace than replacing defective parts; it is critical to have regular maintenance performed by qualified and conscientious service people. Most people I know sleep a lot better each winter knowing their furnace has been thoroughly checked out and made ready.

Atlas' Homeowner's Guide to Home Comfort

In the past year, Atlas became a major sponsor of Welcome Wagon in Toronto, Mississauga, and Oakville. In talking to many new homeowners it became apparent that there was a need to develop a publication that would help homeowners identify the different components of HVAC systems in their homes and set out the maintenance work required to maximize the benefits from them. Further discussions with homeowners in new subdivisions revealed a similar need. There is such a variety of equipment out there that no one can be expected to know it all.

Atlas is pleased to announce we have now developed a comprehensive *Homeowner's Guide to Home Comfort*.

We have many customers who don't want to go to the trouble or expense of installing an air cleaner in their heating system, yet they want better filtration than the standard cheapie furnace filter.

The answer is Dusteater. This is an electrostatic air filter that creates a static electric charge as the air passes over

This 12-page guidebook describes the different systems and equipment that any homeowner might run into, the maintenance required to maximize energy savings and home comfort, and basic problem troubleshooting.

If you would like to receive your free copy, you can request it by returning the postage paid reply card, calling us at (905)279-3440, faxing us at (905)279-4696, or sending us an email to atlasair@istar.ca.



the filter which attracts and traps dust particles. It fits in the present filter rack and is available in all standard sizes and comes with a lifetime guarantee.



Toronto's Most Trusted Name in

Atlas and



Much of the product discussion in our industry today focuses on products with basic features and low prices. There is a belief that this is all that people are interested in and they won't pay for extra features and benefits. If that was the case, we'd all be driving Ladas.

There are some products that cost more and aren't really worth it. There are others that are. Some of the most exciting products in this category come from Carrier. They have the most extensive product line in the business. In particular, they have two furnaces, one mid-efficiency and one high-efficiency, that deliver superior comfort and value.

The 58TUA two-speed mid-efficiency furnace is a great

product. It has two stages of heating and operates on the principle that 80% of the time we only need a little bit of heat. A normal furnace brings on all of its heat at once in a short blast and causes temperatures to fluctuate up and down. The 58TUA provides heat at a low level over a longer period of time, thus reducing the temperature swings and drafts. This results in a high level of comfort and can be especially beneficial in homes with multi-levels or comfort problems.

The 58MVP high-efficiency furnace takes this a step further. It also has the two-stage heating gas valve but utilizes a DC voltage fan motor to provide complete variable speed fan operation. This has the ability to compensate for a lot of shortcomings in duct

systems as well as save you money. If you operate your fan in a continuous mode, the DC motor will save \$300 to \$400 per year in hydro costs over a conventional AC fan motor. So, if you're considering a high-efficiency furnace, look at the 58MVP Infinity and get the added benefits of increased comfort and lower costs.

On the air conditioning side, Carrier has a companion unit, the 38TRA model, that combines high efficiency, lower sound levels, and the Timeguard II compressor protector. This unit will outperform and outlast any other product in the market today.

Atlas Air Humidifier

Atlas has been in the forefront recommending the new healthier types of humidifiers. Despite the success of this education program, we still see large numbers of old drum-style humidifiers in service.

The Atlas Air humidifier is built to our own specifications. It works on an entirely different principle than the drum type you may have in your basement now. There is no reservoir to serve as a hatchery for bacteria. Water is drawn only as needed, distributed over a water panel, and instantly vaporized. There is no drum, no motor, and no float switch. The product is made of high impact plastic,

which can't rust. The solenoid valve is made of stainless steel and brass. There are no moving parts. Our Atlas brand humidifier costs slightly more than the drum type, but in terms of its vastly superior performance and ease of maintenance, it's a much better buy.



Atlas Imposters Alert

Last spring a company called Consumers Central Air Conditioning was telemarketing to elderly homeowners in Etobicoke, pretending to be Atlas Air Conditioning and setting up appointments to do work and collect money. These people have no affiliation with Atlas Air whatsoever or the Consumers Gas Company.

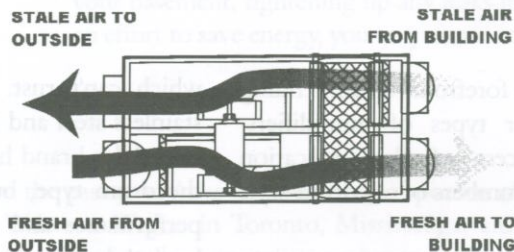
With the cooperation of the Metropolitan Toronto Police and Consumers Gas, we have managed to halt this practice for now. If at any time someone contacts you claiming they're from Atlas and you're not sure of who they are, or they aren't driving an Atlas van or wearing an Atlas uniform, contact our office immediately.

Home Heating and Air Quality

Flair Energy Recovery Ventilator

Ventilation is often considered to be the most effective solution to problems with indoor air quality such as excess humidity, pollutants, and stale air. The heat-recovery ventilator (HRV) does a great job in the winter but running it in the summer in our hot and humid climate can be a problem. Bringing hot humid air into the house can render a typical air conditioner useless, so the HRV should be shut down in the hot weather.

The new Flair energy-recovery ventilator (ERV) is a great product that solves this problem. It maintains a comfortable humidity level inside the house during the cold winter months while preventing excess humidity from entering in the summer. It uses a wheel with a moisture-absorbing desiccant to trap moisture and prevent it from overloading the house. It does all of this with the quietest operation in the market. This is an exciting new product that will fill your home full of fresh air year round.



Fireplace and HRV Service

Many new homeowners have gas fireplaces and heat recovery ventilators (HRVs) but have little idea what maintenance they might need, if any. The answer is that they do need maintenance, and regularly.

A gas fireplace is like any other combustion appliance that needs a good cleaning to ensure efficient gas combustion, safe operation, and to maximize the life of the unit.

An HRV has inlet filters and a heat exchanger core that must be cleaned at least annually. It must also be balanced periodically to get a full flow of fresh air to all the rooms in the house. This is often not even done with the initial startup of the unit.

Call Atlas today to add your fireplace or HRV to your GC Plan for regular maintenance.

New Product Corner

Auto-Trac by
Research Products



Every once and a while a manufacturer will come out with a truly innovative product that solves a nagging problem and is useful to just about everybody. AutoTrac is one such product.

This is a humidistat control for your humidifier that eliminates the need to constantly change your humidistat whenever the temperature changes. Once the control is set up it operates automatically and you never have to touch it. The beauty of it is that it can be used with any whole-house humidifier.

This control constantly monitors the outside temperature as well as indoor conditions and automatically adjusts the humidifier to provide you with optimum indoor humidity all winter long. AutoTrac automatically reduces the possibility of condensation forming on the interior of windows and other problems associated with too much humidity.

Atlas is pleased to introduce the AutoTrac control system completely installed for the low introductory price of \$139 (with the enclosed coupon) plus GST. Call now to have yours installed with your fall tuneup.



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Heating • Cooling
Air Quality

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