

# The Healthy Home Report

Spring 2010



## AtlasCare®

Pursuing perfect health for your home™

## An Engineer's Opinion

### Families deserve a healthy indoor environment

I continue to read important studies that create a direct link between poor indoor air quality and serious health effects. The evidence is compelling. According to the Asthma Society, 3 million Canadians suffer from allergy- or asthma-related illness, and 60% of sufferers could better control their symptoms. Both Health Canada and the Asthma Society agree improving our indoor air is a significant step towards prevention and symptom mitigation.

Studies suggest we spend as much as 90% of our time indoors, where the air is two to five times more polluted than outdoors, according to Health Canada and the US EPA. Due to tighter homes without enough ventilation, less stringent cleaning practices, an increase in the use of chemicals, and other factors, **indoor air quality is getting worse and we are getting sicker.**

The best strategy is to eliminate or isolate the source of the pollutants, and we can help identify the priority areas. Duct cleaning is often one of the simplest ways to eliminate them. From there, we properly ventilate so fresh air is a constant, and we

filter the air to capture as many bad things as we can.

As an example, in this issue you'll read about Trane's CleanEffects Air Cleaner. According to Harvard studies, it removes 99% of the Influenza A virus from the indoor air. Imagine what else it's removing.

At AtlasCare, this matter continues to be a key focus for our business. We can help. In fact, we have a responsibility to help. Because to "Care" is our promise, and we really do care about your family's health.

Visit our website for details. And please, take me up on my offer for a free air quality consultation with one of our Clean Air Technicians. It's a smart first step for your family's health.

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



## Complete air care from AtlasCare

Clean ducts are an important component of every home's clean air strategy. By eliminating the contaminants that enter a home through forced-air ducts, indoor pollutants are drastically reduced. With the AtlasCare Complete Duct Cleaning package, homeowners can rest assured the air their families breathe is cleaner and healthier.

*Our Complete Duct Cleaning package includes:*

- **An inspection and cleaning from our state-of-the-art robot "Dusty".** Dusty gives us an inside look at your home's ducts and allows us to extend deeper into the duct system, removing 100% of debris.
- **Benefect antimicrobial spray.** This antimicrobial treatment is recommended by Health Canada and is designed to sanitize and eliminate all microbial growth in your system.
- **Dryer vent cleaning.** Many house fires originate with clogged dryer vents. A professional cleaning of the vents decreases drying time, saves energy and creates a safer home.
- **IAQ walk-through.** Our Clean Air Specialists will conduct the Canary Indoor Air Quality inspection to ensure there are no environmental factors which could compromise your family's health. Our inspection is based on the Canada Mortgage and Housing Corporation (CMHC) protocol to ensure its effectiveness.

The Complete Duct Cleaning Package is **only \$149** in addition to our regular duct cleaning price. Or, if you are a Guaranteed Comfort Plan member, you only pay an additional **\$99!** It's a small price to pay for the comfort and safety of your indoor air.

Since indoor air quality is such a priority at AtlasCare, we're pleased to announce we've reduced the cost of our basic duct cleaning service. Depending on the square footage of your home, we've reduced our prices by more than \$25. If you're a GC Plan member, **you could save up to \$85!**

Talk to your Healthy Home Specialist today, or visit [www.atlascare.ca](http://www.atlascare.ca) for more information.



### Remember! HST is coming soon!

Save 8% additional sales tax when you install a new furnace or air conditioner before July 1, 2010!

## At Your Service

With Dick Thomas

### Useful tips as we head into A/C season

The glorious Spring weather takes our minds from heating to cooling. Consider these tips to start the cooling season off right:

1. Clean your outside condenser with a garden hose or have your hose accessible and your water turned on for the technician when he arrives.

2. Make sure the outside unit is not overcrowded with shrubs, plants or trees. Trim around it by about two feet.
3. If the air blows out the top, make sure it is clear of debris.
4. Once you have finished using your humidifier close the by-pass damper for summer operation.
5. Once you have finished using heat close all basement registers for the A/C season.
6. Make sure all dampers are open in the rest of the registers in the home.



# Product Spotlight

## Air Cleaner removes **Influenza A** virus from indoor air



### Healthy Home Tip

Take painting, paint stripping and sanding outside.

In a recent independent study, Trane's CleanEffects Air Cleaner was evaluated against various comparable systems. The Trane unit removed particles from indoor air in the test home faster than any of the other devices evaluated. Researchers at the Harvard School of Public Health also evaluated the ability of CleanEffects to remove common flu virus from indoor air. The conclusion? The system removes more than 99 per cent of the Influenza A virus. (For a copy of the study, contact us at AtlasCare or visit our website.)

Most typical heating systems are equipped with a standard 1" air filter designed primarily to keep debris like pet hair and feathers from damaging the equipment, not to clean the air. Whenever your system is on, it churns up allergens and circulates them throughout your home.

In other words, you could be breathing more allergens than you think. Dirty air can make you less comfortable, and can potentially create a serious problem for family members who are susceptible to cold and flu or suffer from allergies and asthma.

Trane's CleanEffects is a high-quality whole-house air filtration product. designed specifically to help deliver clean air throughout your home, air that is heated as well as cooled, thoroughly conditioned and meticulously filtered.

It's time to clear the air for your family. Contact a Healthy Home Specialist at AtlasCare today at 905-829-1296 to learn more.

## Brief co-op placement leads to long-term employment

AtlasCare has long believed in the value of investing in co-op students who bring fresh ideas and hard work to the company while benefitting from practical business experience. We believe it's an arrangement where everybody wins.

This is especially true in the case of **Justin Mantei**, a University of Guelph student earning his Bachelor of Commerce degree. Initially, Justin was to work one co-op semester with AtlasCare in sales and marketing before returning to his studies. This grew to two terms because Justin was doing such a great job.

In addition to the skills he has learned, the experience expanded Justin's horizon to the range of opportunities in sales and marketing, he says. He also learned it's as important to find a great fit between personal values and company values, as it is to find a product or service you like to market.

Those shared values include bringing long-term security to Justin's – and AtlasCare's – futures: the company has agreed to help fund Justin's remaining education. In return, AtlasCare has a fantastic new addition to the team: Justin will work his summers with AtlasCare, and he already has a job after graduation.

Now that's win-win.

### Healthy Home Tip

Choose hypoallergenic bedding and pillows for kids

## AtlasCare in the Community

### Healthy Home Tip

Portable air cleaners in bedrooms help people with asthma or allergy concerns.

## Care to Share and help us give \$1,000/month to charity

Do you know of a local registered charity that could use a boost? Nominate them for the AtlasCare Care to Share program!

We think it's important we do what we can to take care of the communities we serve, and the charities that serve us. Every month, under the Care to Share program, **AtlasCare will donate \$1,000 to a charity – perhaps chosen by you.**

There are many worthwhile causes doing important work. By allowing community members to nominate the charities close to their hearts, we can help ensure a wide range of needs are met. Whether a small grassroots fundraiser, or the local office of a national non-profit organization, there is no cause too big or small to be eligible. Nominees just need to be a registered charity with the funds being spent to support the community within the AtlasCare service area.

Submit your charity online at [www.atlascare.ca](http://www.atlascare.ca). You can nominate a charity once per day, so nominate often to increase the chances of being selected. And remember, the same charity can be nominated by more than one person! Each month, we'll draw from all entries received that month and write the chosen charity a \$1,000 cheque. It's that simple!

Of course, we will also continue to support organizations that are currently a part of our charitable giving program. This initiative is intended to diversify how we help the community.

Please help us help others. Share the care. Pass it on. **Care to Share!**

For details on how you and your charity can participate in this program, visit our website at [www.atlascare.ca](http://www.atlascare.ca) and **click on the Care to Share logo.**



## Home cooked comfort from AtlasCare

Last month, 18 AtlasCare employees provided, cooked and served dinner for 122 people who rely on the support of Out of the Cold, a volunteer initiative that provides safe refuge, hospitality and emergency shelter to the homeless community throughout the City of Toronto.

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