



From **CASTEEL HEATING & COOLING**

WINTER 2008

PERSONALLY SPEAKING

## count on us for value, service and peace of mind

Dear Friends,

Since our founding more than 20 years ago, our goal has been to provide our customers with the best service and value in the Atlanta area.

Communicating with customers has always been a big part of that. It's especially important these days with volatile energy

That could make an important difference to your home comfort.

Whether you are interested in heating, cooling or indoor air quality, we offer the best products, high-quality workmanship and exceptional customer service.

We are experts in the latest technologies, and we install the newest, most efficient equipment available. Most important, we stand behind our work, from installations and repairs to preventive maintenance.

Thank you for your trust. We hope to provide you with many years of comfort and peace of mind. Please call us if you have any questions or concerns.

Warmly,

Bob Casteel  
President

John Hillis  
Vice President



John Hillis

Bob Casteel

markets and ever-changing technology.

To that end, we are pleased to bring you the first edition of our customer newsletter. It gives us a way to share tips with you for saving energy and money. We can also update you on our programs and services.

## is your home's air drying things up?

Besides temperature, the biggest factor affecting your home comfort is humidity. In the winter, dry indoor air from insufficient humidity can be a real aggravation.

Not only can it cause dry itchy skin, but it can lead to sinus problems—and even damage wood furniture. Dry indoor air also lowers heating efficiency.

An effective solution is a whole-house humidifier, which eliminates dry-air problems by controlling moisture levels. We sell and install both *bypass humidifiers* and *steam humidifiers*.

For forced-air furnaces, a bypass humidifier can

be installed between the ducts that carry warm air through your home to the ducts that return air to your furnace (supply and

# SAVE

**\$150** on a  
**steam humidifier**

or **\$75** on a  
**bypass humidifier**

when installed by March 10.

return air ducts). The humidifier causes warm air to “bypass” the duct, flow through the humidifier and then return to the furnace.

Steam humidifiers have built-in electrical elements to heat water into steam, so they don't need the heat from a furnace to work. The unit is installed on ducts that connect to a furnace, heat pump or central air unit. Steam systems are a healthy option because they heat water to above 140°, high enough to kill bacteria that may collect in the unit.

Call or return the reply card to learn more.

## WIN an HD DVD camcorder and disc player!

Use the latest technology to capture those one-of-a-kind moments. To enter read this newsletter and answer the questions on the enclosed reply card. If we receive correct answers from you by April 25, we'll enter you in our drawing.

Canon's HR10 DVD camcorder provides high-definition recording on standard 8-cm DVDs. For superb quality playback, match it up with Samsung's BD-UP5000 Blu-ray and HD DVD Hi-Def Duo Player.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

Total prize value: \$2,200



The bride looks better in Hi-Def!



- Heating and Air Conditioning Sales and Service
- Indoor Air Quality • Duct Cleaning • Zoning
- Maintenance Agreements

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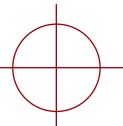
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PAID  
MPI

- ✓ win a camcorder and disc player\*
- ✓ save up to \$150 on a humidifier

\*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

## ask the expert



**Q:** *I've been told to have my heating system inspected every year. Why is this so important?*

**A:** For safety, the most critical aspect of a system inspection is preventing carbon monoxide (CO) leaks. The usual cause is a cracked heat exchanger, the component of your furnace that transfers heat to your home. The combination of a cracked heat exchanger and incomplete fuel combustion can cause toxic levels of CO gas (which is invisible and odorless) to build up in your home.



Richard Eppers, operations manager

**Q:** *How do you know for sure if there's a problem with my heat exchanger?*

**A:** *Our technicians are certified heat exchanger experts, the only ones in the region who are.* They are trained to find where fine cracks are most likely to occur on all types of heat exchangers. Plus, they use special tools, so their inspection is as thorough as possible. (Many companies miss tiny hairline cracks because they do only a cursory visual check.)

*Give us a call or mail back the enclosed reply card to schedule an inspection for your heating system.*

## we give you total comfort

**W**e are committed to solving comfort problems completely—not giving you temporary fixes like some companies do.

We can help you solve many comfort challenges, including (but not limited to):

- hot or cold spots
- noisy or unreliable comfort equipment
- excessive utility bills
- dust mites, mold spores and other allergens that can aggravate allergies
- indoor air that is too dry or damp

No matter what comfort needs and requirements you have, our experienced and well-trained technicians know how to help you. They have the expertise to select the equipment that will provide the best fit for you and your home.

**Our goal is to keep you warm in winter, cool in summer and safe all year long.**

But before we even consider selling you new equipment, we do a thorough evaluation of your home. For a FREE home comfort consultation, call

us or return the enclosed reply card.

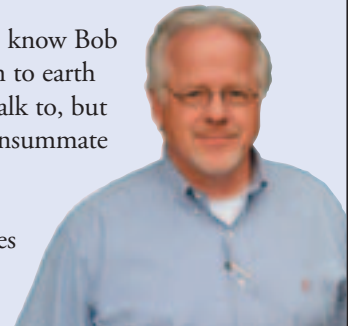
## SNAPSHOT



**W**hen Bob Casteel founded Casteel Heating & Cooling in 1987, he started with one service truck and an office in his basement. Twenty years later, the operation has a fleet of trucks and a staff of 30 technicians and installers who work out of the company's headquarters in Marietta.

"Our approach to customer service hasn't changed despite our growth," says Bob. "Honesty, dependability and attentiveness have always been at the heart of how we do business."

Those who know Bob say he's down to earth and easy to talk to, but he's also a consummate perfectionist, particularly when it comes to helping customers with home comfort



Bob Casteel, president

challenges. That's why hiring the best people and offering the best products and services are so important to him.

Bob is a firm believer in training too, for both technicians and customer service personnel. His mantra is "Excellent people do excellent work."

After business hours, Bob likes to hunt and fish, is active in his church and enjoys spending time with his wife, Jan, their three children and six grandkids.