



Fall Newsletter

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Keep in touch!

Let us know how we can improve the comfort of your home.



Fall System Tune-Up Special

\$89.95

Having your Furnace inspected on a regular basis can ensure peak performance, extend equipment life, and save you on operating cost.

Choosing The Right Filter

Choosing the right filter for your home comfort system can have lasting effects on your furnace and air conditioning system. The filter you use can make a big difference in the quality of air circulation through your home.

Filter Basics

Your home air filter, or “furnace filter”, plays a major role in keeping your furnace’s heat exchanger and air conditioning evaporative coil clean. Keeping these components clean will prolong your equipment’s life and cut down on service fees!

The style of filter you choose will also have a great effect on the indoor air that your family breaths.

Bright Idea: Schedule your filter changes along with another regular household task, such as your mortgage payment. This will help you to remember to check your filter!

Filter Style

There are so many different home filter options, so which one do you choose? Well that depends on your needs. If allergies don’t bother you, then a basic one, two, or four-inch filter should be fine. On the other hand, if allergies are a major concern to you or your family, then you would be much better off with getting an upgraded filtering system; such as a media filter or an electronic air cleaner.

The least effective style would be fiberglass filters because they do not capture much of the smaller debris that travels throughout your home, while pleated filters have a tighter thread to them which capture more and smaller debris. A media filter is normally around four inches wide and slides into a filter cabinet that is mounted on the side of your furnace. These have a much greater surface area, so is more efficient at cleaning the air.

Filter Brand

The brand of filter you use is an important factor when it comes to keeping your equipment clean. It is definitely worth spending the couple extra dollars to prolong the life of your furnace, coil, and other household belongings. We see equipment that needs to get replaced all the time because a knock-off filter was used instead of the brand name filter which was designed to be part of the system.

Aprilaire, a leading manufacturer of home air filtration products, and Pharo Heating Company strongly believe that a knock-off filter will not protect your equipment as well as the brand name filter that the system was designed for. Our technicians see the difference between them all the time and agree that a brand name filter will help keep equipment much cleaner, just ask them!

Choosing the right filter can have a long-lasting impression on you and your home comfort equipment!



American Recovery and Investment Act of 2009

Allows homeowners to take up to 30% of installed cost, with a cap of \$1,500, in the form of a tax credit.

→ Available to primary residence households for efficiency improvements to home.

→ \$1,500 can be spread around to include HVAC equipment, insulation, windows, etc.

→ Only applies to existing homes; not available for new construction.

Note: This is our interpretation of the legislation, so you are encouraged to consult your

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High and Low Return Grills

Our customers often ask us what the point of having both a high and low return air is. Well the simple answer is for comfort. Having both a high and low return allows you to fine tune your home comfort system by pulling the warm air off the ceiling during the summer and cold air off the floor in winter.

In the **winter**, you should **open the low return** which will pull the cold air off the floor. This will also help pull the heat down off the ceiling, giving a more even comfort level.

In the **summer**, you should **close the low return** and allow the air to be pulled from the high return. This will pull the heat that is trapped at the ceiling out of the room. Having the high return open will also pull the cold air off the floor and mix it around the room, giving a more even comfort level.

To learn more about controlling the comfort level of your home, give us a call at 608-233-1001 or email clint@pharoheating.com and receive a free Indoor Air Quality consultation.

\$300 OFF

**FURNACE
INSTALLATION**

(Limited time offer; Not valid with any other offer; Mention at time of sale)

\$600 OFF

**FURNACE & AIR
CONDITIONER
INSTALL**

(Limited time offer; Not valid with any other offer; Mention at time of sale)

10% OFF

**APRILAIRE
HUMIDIFIER
INSTALLATION**

(Limited time offer; Not valid with any other offer; Mention at time of sale)

Interesting Facts: Wisconsin

→ Name Origin – Native American
“Gathering of the Water”

→ There are over 20,000 miles of snowmobile trails and almost 27,000 miles of streams and rivers.

→ The nickname “The Badger State” was named not after the animal, but in honor of the miners, who, like badgers, foraged into the Wisconsin landscape looking for lead.

→ The first kindergarten in the United States was established in Watertown, WI.

→ Milwaukee’s Summerfest is the nation’s largest music festival, with over 2,500 performers.

→ The Republican party was founded in Ripon, in 1854.

Case's Corner:

Pepperoni Pizza Dip

1 Jar (14 ounces) pizza sauce.
1 cup chopped turkey pepperoni.
8 medium green onions, chopped (1/2 cup).
½ cup chopped red bell pepper.
1 can (2 ¼ ounces) sliced ripe olives, drain.
1 cup shredded mozzarella cheese (4 ounces).
1 package (8 ounces) cream cheese, softened and cubed broccoli flowerets, cherry tomatoes, and carrot sticks.

1. Mix pizza sauce, pepperoni, onions, bell pepper and olives in 1 1/2- quart slow cooker.
2. Cover and cook on low heat 3-4 hours.
3. Stir in mozzarella cheese and cream cheese until melted.
4. Serve with vegetables for dipping.