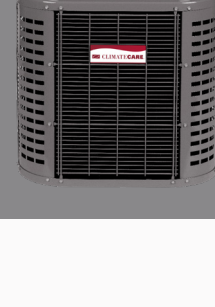


THE COMMITMENT ISSUE



A TALE OF TWO LEVELS OF COMMITMENT TO HOME COMFORT

Summer is finally **HERE** in Ontario, gentle reader! And it's time for some summer storytelling. (If you got that *'Bridgerton'* reference, you're in for a treat with this issue)

This is a story about Bob and his buddy Larry. Bob loves it when his house is the exact right temperature. Larry also loves it when Bob's house is the exact right temperature. Why doesn't Larry just go to his own house? Bob would really like to know.

The thing about Larry is, he always wants a deal. And who can blame him? With the rising cost of living, we all need to save where we can. Unfortunately, sometimes Larry gets what he paid for.

Bob, on the other hand, wants value for his hard-earned dollars.

Bob gets a call from his local ClimateCare technician that it's time to do a precision tune-up on his heating and cooling system. He has a WeCare protection plan, so not only is this tune-up already covered, but he knows that he is a priority for the company. He doesn't even need to remember when he is due for maintenance, because his local ClimateCare calls him every year to remind him. During this year's visit, the technician notices that the filter in Bob's furnace is past its prime. His system has some unique dimensions, so it really needs a specific filter. Since Bob has worked with this ClimateCare member for a long time, his filter is in their stock and the replacement is no hassle at all! Bob's heating and cooling system has been checked for another year, and it's running at its most efficient. This makes it more eco-friendly and saves Bob money on his utility bills. Plus, the house is the most comfortable level of heat and humidity for Bob and his family.

Over at Larry's house, things could be going better!

Larry doesn't like signing up for monthly payments, so he doesn't have any streaming services (and he certainly doesn't have a WeCare plan for his HVAC). When he tries to pirate episodes of his favourite shows, he gets a spotty connection, so the dialogue often lags. Sometimes it even cuts out when Anthony is in the middle of a speech to Kate! But that's beside the point.



The point is, Larry prefers to decide when his heating and cooling system needs maintenance. Not surprisingly, he's not really qualified to decide, and he lets it go way too long without some TLC. By the time he notices something is wrong, Larry's system has problems that will take longer and cost more to fix.

He's still not convinced, so he decides to go to a hardware store to get his own furnace filter.

It's out of stock.

He goes to another store.

Not there either.

The filter that will fit Larry's system is on a shipping container off the coast of gosh-knows-where. Maybe within the next few days, it will make it onto a transport truck.

Maybe there will be a driver available to make deliveries in that truck. Maybe not.

Meanwhile, his house is not the right temperature. His skin is getting dry. His windows are full of condensation.

That's when Larry asks Bob if he can come over to watch TV. He just wants to watch the next episode of his favourite show, because the last one ended on a cliff-hanger.

But Bob is not caught up on 'Bridgerton' at all, much to Larry's chagrin. He's so far behind, he still thinks Anthony is going to end up with Edwina! Come on, Bob!

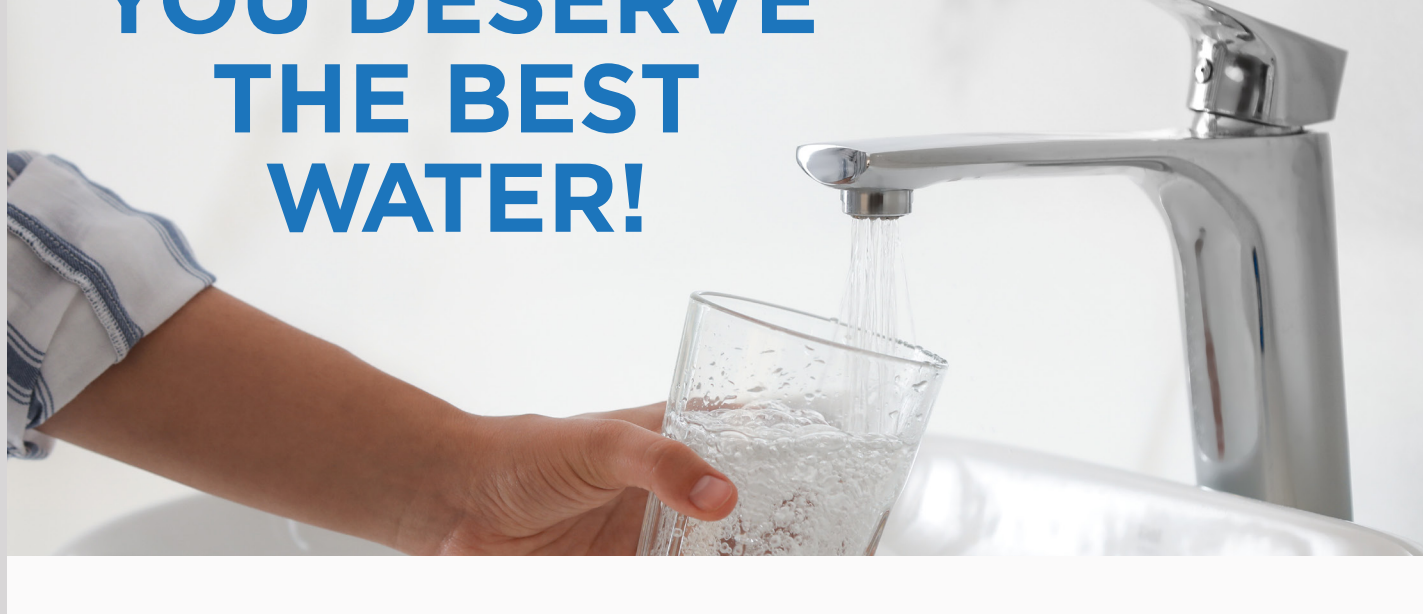
Larry thinks all his troubles are over when the hardware store gets the filter in stock, but he is sadly mistaken. It fits fine, but it's not designed for his system. It doesn't catch as many airborne particles as the ones that his local ClimateCare member would have installed. And the underlying problems still have not been diagnosed, because he still hasn't booked a follow-up with a qualified technician.

Poor Larry.

Hopefully he doesn't mind re-watching his show while Bob gets caught up.

And poor Bob. It looks like he's going to have company around his comfortable home for a while to come. And it looks like he's going to have to commit to watching 'Bridgerton'! Sigh.

YOU DESERVE THE BEST WATER!



WHAT IS THE DIFFERENCE BETWEEN HARD WATER AND SOFT WATER?

Hard water has chemicals and particles in it that keeps soap from lathering as it might, and often prevents it from rinsing off properly. It often leaves an invisible film which blocks pores, attracting and holding dirt and bacteria, causing chapping, itching, and dryness in skin. Hair washed in hard water can become limp and lifeless, and the quality and longevity of hair coloring may be impacted.

Soft water, on the other hand, does not create these problems. It enables you to use smaller quantities of soap, shampoo, and skin care products, and increases the efficiency with which they work.

CAN YOU SOFTEN HARD WATER?

Yes, yes you can! A water softener will help you produce soft water. When you use a water softener in your home, you will be able to rectify anything that the municipal water supplied to your home lacks.

Here are a few areas besides self-care where softened water makes a big difference:



Laundry

Doing laundry in water treated by a water softener has proved significantly more effective than doing laundry in hard water, no matter how much soap or detergent is used. Hard water combines with the ingredients of soap and detergents to form a dulling curd on clothing, one that holds soil in the fabric, shielding it from removal. It causes clothing to look dingy, grayed, or yellowed, as well as to turn matte or stiffen with repeated washings.



Cleaning your home

Studies have proven that a water softener can cut the time required for house cleaning from almost 4 hours to less than 2 1/2 hours. How? Well, soft water means that a quick rinse or a once-over wiping will clean sinks, tubs, shower tiles, and plumbing fixtures whereas with hard water, additional cleaning products and scrubbing will be required, and when not dried immediately, surfaces will retain hard water spots.



Dishwashing

Once again, with dishes, the cleaning agents combine with the minerals in hard water to form a dulling film. A water softener will make dishes and glassware shine. Hard water spots are eliminated.



Plumbing and appliances

Hard water has an obvious adverse effect on appliances and plumbing systems. It's easiest to see as the rock-hard scale that forms on shower heads, faucets, and humidifiers. It also builds up rapidly in dishwashers, washing machines, pipes, and water heaters. This decreases their life significantly.



CONSIDERING A WATER SOFTENER FOR YOUR HOME?

HERE'S WHAT THE PROFESSIONALS RECOMMEND!

"We have terrible municipal water. The water softener wasn't cutting it, so we installed this system ahead of our softener, we now have the best water we have ever had in our life. I love this product!!!"

– Glenn Mellors, Director of Training at ClimateCare Cooperative

Trust us when we say you should take the use of superlatives from Glenn very seriously!

LOOKING TO MAKE A MORE SERIOUS COMMITMENT TO WATER SOFTENING?

Here's one option:

The Chlor-A-Soft Series Water Softener Plus



This is a high efficiency water softener from Excalibur Water System and is the top selling municipal water combination system that blends two media together, providing soft water plus chlorine and chemical filtration, all in one system. It offers on-demand softened and filtered water.

Benefits

- Softens water
- Filters chlorine and volatile chemicals out of your water
- Protects your home plumbing and appliances
- Saves you up to 24% on energy costs
- 20 years unlimited warranty.

Here's a second option:

The Premium Whole Home Filtration System



The premium Whole Home Filtration System removes chemicals like chlorine, chloramines, THM's and volatile industrial chemicals from your municipal water supply. Additionally, this system removes heavy metals such as lead, iron, copper, and aluminum, providing safe, filtered water for you and your family.

Benefits

- Removes dangerous chemicals and heavy metals that pose a risk to the health of you and your family.
- Fully automatic backwashable filter = no cartridges required.
- Low voltage 12 VAC utilizing less than \$2/year in electricity.
- 10 year unlimited warranty.



Making a decision feel overwhelming? Never fear! Contact us to book your consult and hear about our exciting offers and specials.

ABOUT CLIMATECARE CANADA

We are Canada's largest network of independent heating, ventilation and air conditioning (HVAC) systems contractors.

We are 100% member-owned, and we've been that way since the cooperative formed in 1992.

"I WANT TO SUPPORT LOCAL BUSINESS"

When you hire us, you're supporting your community. We are a network of local businesses spread across Ontario, and dedicated to delivering on the high standards associated with the ClimateCare name.

THE HEATING AND COOLING PROFESSIONALS WHO **CARE**