



"Your Comfort is Our Commitment"

## Refrigerated Air On Sale Now!

Customers contemplating a conversion from evaporative cooling to air conditioning (refrigerated air) often ask when is the best time to have the work done. The answer is simple: When it's cold outside!

As you might imagine, demand for refrigerated air conversions is highest when it's hot outside and people are the most uncomfortable. This places additional demands on our air conditioning specialists, which can cause installation delays when it's needed the most! In an effort to minimize delays and even out the seasonal demand of our staff, we offer additional incentives to have your comfort system installed now, when demand is lowest. Its a win-win situation! You win with additional savings and avoiding delays, we win with a more manageable schedule.

Save now and beat the heat! Call today for a complimentary/ no-obligation consultation and evaluation with one of our refrigerated air specialists.



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8625 Paseo Alameda NE  
Albuquerque, NM 87113

[www.bcarlson.com](http://www.bcarlson.com)

**505-349-4935**

OPEN MONDAY THRU SATURDAY  
EMERGENCY SERVICE AVAILABLE 24/7

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B. Carlson Heating,  
Air Conditioning & Plumbing  
8625 Paseo Alameda NE  
Albuquerque, NM 87113

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## Byron's Barometer



As a full-service heating, air conditioning and plumbing contractor, we represent several manufacturers and their products. We are very selective with our trade partners, and choose to represent only those products with proven track records for reliability, value, and product support.

Last year, we introduced Coleman Heating & Cooling to our product line, and have been very pleased with the product and support. This year, we are proud to announce the addition of American Standard Heating & Cooling to our product line-up. As the sister brand to Trane, American Standard is known for its quality, reliability, and broad product line, but with an added level of support. As a matter of fact, in 2010 American Standard Heating & Air Conditioning was ranked highest in overall dealer satisfaction for the fourth time in five years (based on research results of independent firm Syndics Research Corporation).

Same great product with better support — we like that, and are confident you will too! No matter which brand comfort system you own, you can count on us to provide the award-winning support you have known and trusted for over 40 years.

Byron Carlson  
President



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## COMFORT ON THE HOMEFRONT

A PUBLICATION FOR THE CUSTOMERS OF B CARLSON HEATING & AIR



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### NEW COMFORT SYSTEM

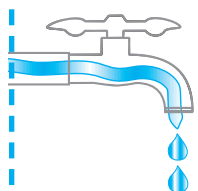


**AIR CONDITIONING  
CONVERSION  
WINTER SALE!**



Contact office for further details. Offer expires February 29, 2012.

### COMPLETE PLUMBING INSPECTION



**ONLY \$49  
59-POINT PLUMBING  
INSPECTION**



Contact office for further details. Offer expires February 29, 2012.

### AIR DUCT CLEANING



**10% OFF  
AIR DUCT CLEANING**



Contact office for further details. Offer expires February 29, 2012.

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**505-349-4935**

- Heating
- Cooling
- Plumbing
- Air Duct Cleaning

*American Standard*  
HEATING & AIR CONDITIONING

See inside for  
special savings!

## Warm Up To Winter

Conserving energy is a concern for homeowners throughout the year. But it's especially so during winter when blistery winds or a home with unsealed cracks and crevices can rob your family of warmth — and add unnecessary dollars to your monthly heating bills.

Remembering and practicing energy-saving tips can increase your comfort and minimize increased utility expenses during chilly months. Many of these tips can also help ensure that your home is energy-efficient year round, regardless of the weather.

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Consider replacing your existing system with a new, tankless water heater — a more efficient use of water and energy.

## insideyourhome

### Water Heaters: What's Your Type?

Not all water heaters are alike. Some have a storage tank and some don't. There are gas-fired, electric, solar and oil-fired models. To help you understand your options, we've simplified some important factors to consider:

A storage water heater heats water in a tank and stores it for later use. These products range in size from 20 to 80 gallons with a 40-gallon tank being the average size. Regular upkeep is required.

Continuous/tankless water heaters heat water on demand without a storage tank. The hot water supply never runs out, and it can help reduce energy consumption by 20 to 15%. Maintenance includes annual checkups and descaling.

Another factor is gas vs. electric. Gas heats water for about a third the cost of an electric water heater so if you have existing gas lines run to your home, it's probably the best way to go.

For more tips on home comfort equipment, call on us. We'll identify solutions for your lifestyle and budget. ●

## tidbit

Did you know electrical outlets and switches can be sources of air leakage? Installing gaskets and covers will protect against air loss and help with moisture control (a common source of health problems), saving you money for years to come. And, it only takes a few minutes to install!

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**Keep your thermostat set as low as practicable.** For every 1 degree you lower your thermostat, you can appreciate savings of 2-3% per degree. On unusually chilly days, an undershirt or sweater in addition to your regular clothes will help insulate your body from the cold. Reverse-action ceiling fans also can help circulate the warm air to the "people level" in your home.

**Keep all doors and windows securely closed.** While this may seem like an obvious thing to do, many families lose valuable heat from their homes through doors that are left ajar or windows that may appear to be closed but really aren't.

**Check caulking and weather-stripping around window frames and doors.** In climates where the weather changes dramatically from season to season, sealants such as weather-stripping or caulking tend to crack or pull away from surfaces more easily and may need to be replaced more often.

**Make sure you have proper insulation, especially in your attic.** If you have doubts that your home is adequately insulated, call your local utility company. Many will come to your home and perform an energy conservation inspection at no charge.

**Use the sun to your advantage.** Keep the draperies closed on the side of your house where the sun isn't shining. During the time of day when the sun is shining on a particular side, open the drapes for some added "natural" warmth.

**Help your heating system work as efficiently as possible.** Regular maintenance is the best way to make sure you're getting peak performance from your system.

Year-round attention to keeping your home energy-efficient is the best assurance that you'll enjoy maximum comfort in your home — with minimal added expenses. If you have any questions about your home comfort system, please give us a call. ●



American Standard offers a variety of high-efficiency home comfort products designed to keep you warm in the winter and cool in the summer.

## safetyfacts

### The Big (Wind) Chill

While most people focus their attention on expected snow accumulation before a winter storm arrives, many ignore the real threats brought on by severe cold temperatures and powerful winds which often occur after the storm.



Wear extra layers of clothing to protect yourself from harsh winter conditions.

To help protect yourself and loved ones from extreme wind chill factors, follow these tips to stay warm:

- Follow weather news reports — keep up with the latest forecasts and warnings, as well as wind chill temperatures to guide you in dressing for the outdoors.
- Dress layered — trapped air between clothing helps to insulate.
- Cover all the bases — wear gloves or mittens, and a hat and scarf.
- Stay dry — if you get wet, change into something dry to prevent rapid heat loss from occurring.

For more information on wind chill and how to protect yourself from dangerous drops in temperatures, visit [www.nws.noaa.gov/om/windchill/index.shtml](http://www.nws.noaa.gov/om/windchill/index.shtml). ●

American Standard  
HEATING & AIR CONDITIONING



**Question:** It's time to replace our furnace. What do we need to know about selecting one, and what can we expect from a new unit?

**Answer:** It's our job to keep abreast of industry changes, so we can help you choose a furnace that's right for you. Recent advances in technology have had an enormous effect on the heating industry. You'll notice a significant reduction in your fuel bills, since a new furnace is designed to consume less fuel. You'll stay warmer as you're spending less!

You may also notice that your new furnace doesn't blast out hot air as your old system did. Improved efficiency means better air flow throughout your home — and more consistent air temperatures from ceiling to floor. With an old system, your furnace had to work extra hard to heat the heavier, cooler air near the floor. But by maintaining a consistent temperature, your new furnace won't have to work so hard to keep you warm.

When you work with us to select a new furnace, one number we'll refer to is the "Annual Fuel Utilization Efficiency" rating, or AFUE. This rating is much like your car's miles-per-gallon rating, indicating potential fuel cost savings.

We can help you evaluate your needs and requirements. We consider our climate and its demands on your system, fuel availability and cost, and even the length of time you plan to live in your home. We'll match the proper equipment to your home and needs so you can enjoy the benefits of today's efficient furnaces. ●