

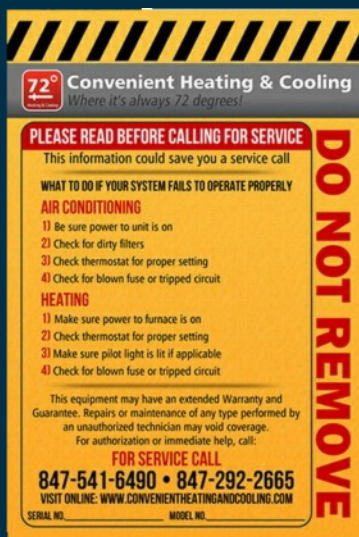
The Duct Man

HVAC Industry News You Can Use

EQUIPMENT STICKERS Fast and Easy Marketing

If you are an HVAC contractor for whom the word “marketing” makes you break out in a cold sweat, you are far from alone. But marketing doesn’t have to be expensive, difficult, or unpleasant. One simple, affordable and effective way to retain existing customers and bring in repeat business is the **HVAC service sticker** with your company logo and contact information. One should be adhered to every piece of equipment you install or service. A recent survey found that 76% of consumers experiencing an HVAC problem would be more likely to call the company from a sticker when they experience a

problem because they feel more confident dealing with a familiar contractor who has previously worked on their system.



You may want to consider including basic troubleshooting instructions on your sticker, like the yellow one above, to build even greater trust and confidence in your customers. The same survey showed that consumers perceived contractors using this type of sticker as most trustworthy compared to contractors whose stickers had only contact information and those who didn’t use a sticker at all.

OVERSIZED A/C Units: Bigger is Not Always Better

Contrary to popular belief among consumers, bigger is not necessarily better when it comes to air conditioning equipment. A cooling systems has two jobs to do when it runs – to lower the temperature and to dehumidify the air. Many HVAC contractors use rules of thumb to determine equipment size (a no-no), or they don’t take the time to properly calculate a load, instead choosing to err on the side of caution by installing a larger unit than is needed. In fact, it is better to have a slightly-undersized system than it is to have equipment that is oversized.

An oversized system has no problem cooling a space in a short period of time, but rapid cooling comes at the expense of dehumidification. Air must pass over the evaporator coil for an extended time in order to remove moisture. If a system is oversized, the thermostat is satisfied too quickly and shuts off before it can sufficiently dehumidify the air, resulting in cold, clammy conditions. Short cycling – turning on and off frequently – increases wear and tear on a unit and shortens system life span.



A Manual-J load calculation should be used on every new home to accurately size heating and air conditioning equipment. Contractors who base equipment size on square footage of a conditioned area fail to recognize that every house is different, and cooling loads can vary wildly depending on orientation, insulation levels, window types, occupants, ducts, and surface areas, to name a few. New homes are usually no lower than 800 square feet per ton, and high-performance homes can come in as high as 2,000 square feet per ton. This means that contractors using 600 square feet per ton risk oversizing an air conditioner by as much as four times larger than it should be.

Short of replacing an oversized unit, there are several remedies that can be applied when a customer complains of humidity issues. Start with a thorough air balancing to ensure proper air distribution. A stand-alone dehumidifier might sufficiently lower RH to acceptable levels without breaking the bank. If possible, lower the blower speed of the air handler from 400 cfm to 350 cfm, but keep in mind that this might increase the risk of freezing the coil.



New Online HVAC Portal Makes Applying for Rebates Easier

New Jersey Clean Energy Program (NJCEP), which promotes increased energy efficiency and renewable energy sources through financial incentives, recently initiated an online HVAC Portal for submitting and tracking applications for their HVAC rebate programs. Among the incentives NJCEP offers are [COOLAdvantage](#) and [WARMAdvantage](#), which provide rebates of up to \$1,000 per unit on high-efficiency HVAC equipment, which HVAC contractors can use as a strong selling point.

Rebate applications for the [COOLAdvantage](#) and [WARMAdvantage](#) programs can now be submitted electronically through the [HVAC Portal](#). Users can also use the portal to check the status of an application in progress. Paper applications are still accepted, but electronic submissions speed processing and allow customers and contractors to receive their rebates more quickly.

A training video familiarizing users with the new HVAC Portal can be viewed at <http://www.njcleanenergy.com/hvacportal>.



Repetitive Strain Injury Prevention

Repetitive strain injury (RSI) is the #1 cause of occupational disease in the U.S., costing billions of dollars each year in workers' compensation, and



HVAC mechanics and sheet metal workers are particularly susceptible. These types of injuries occur when the body is subjected to stresses caused by repetitive tasks, forceful exertions, vibrations, mechanical compression, or sustained awkward positions. Common RSIs include carpal tunnel syndrome, thoracic outlet syndrome, Raynaud's syndrome, and trigger finger.

To prevent RSI, identify hazards in the workplace and take steps to correct them. Be aware of early symptoms such as pain or tingling in neck, shoulders, arms or hands. Break up prolonged repetitive movement with rest periods, or by rotating tasks. Stretch or move around if you experience any task-related discomfort. Use ergonomic tools specifically designed for the task at hand. Arrange layout of tools and equipment to minimize excessive stretching and bending, and practice proper lifting techniques. Cold can increase RSIs, especially those related to vibration, so wear gloves or use hand warmers whenever possible. Use ergonomic PPEs such as back supports, wrist and arm supports, and elbow and knee pads, vibration dampening gear, and boots with good ankle support.



WAITING FOR DUCTWORK

Having to wait days, or even weeks, for custom ductwork can result in costly job delays and dissatisfied customers.

E.P. Homiek's expert team of sheet metal technicians can provide 1-2 day turnaround on all residential and light commercial fabrications year round, as well as 1-2 hour emergency fabrication service. We offer fee delivery, competitive pricing, and all work is guaranteed.

For more information, please call our Union location at 908-688-9104, or Lakewood at 732-364-7644.