



Energy Matters



PERSONALLY SPEAKING

enjoy the summer, plan for winter

Dear Friends,

This year marks the **40th year** that Princeton Air has been providing comfort solutions to area homeowners. We are proud of reaching this milestone, and there is no doubt in my mind that we could not have done it without the hard work of our dedicated employees. We also want to thank our customers, who have recommended us to their friends and neighbors.



As we all enjoy the summer, you can count on Princeton Air to be there for you with expert air conditioning service and equipment. At the same time, let's not forget about last winter's record snows and higher energy prices.

We can't control the weather or energy costs, but we *can* help you contend with these challenges. We carry a complete line of high-efficiency heating and air conditioning solutions that can **reduce**

your energy bill by 30% or more.

In addition, we offer you comprehensive home energy assessments, which pinpoint sources of energy loss in your home and show you how to stop it. (See page 4.)

Recently, Princeton Air was recognized by the **U.S. Environmental Protection Agency with the Century Club Award**—for

improving the energy efficiency of more than 100 homes in the past year. These homeowners are now spending less money to heat and cool their homes, in most cases significantly less.

If you would like to learn how you can do the same, please call us. We would love to share our ideas with you.

Warmly,

J. Scott Needham

cool quiet comfort—no ducts required

If **central air conditioning** is not an option for your home, you are not “stuck” with window units. Princeton Air installs **ductless air conditioning systems that provide quiet energy-efficient cooling.**

More and more homeowners are opting for these systems today because they are easy to install and provide fresh cool air to virtually any room.

Window units are noisy and inefficient, and they leave your home vulnerable to break-ins. Plus, on cool days you can't open your windows. Ductless mini-split

systems don't obstruct your windows—and they won't clash with your decor, because they have a simple aesthetically-pleasing design.

If you can't run ducts for air conditioning, then a ductless mini-split system



No ducts? No problem.

A ductless air conditioning system brings low-key cooling to any room in your home.

is the next best thing. Would you like to know more? Our HVAC equipment specialists are always available to answer your questions. Please call us or send in the reply card.

Congratulations to Peter Martin, winner of the 3D home theater package from our winter newsletter contest.

WIN a fridge + \$500 to fill it!

Go green by adding Maytag's high-efficiency refrigerator-freezer to your kitchen. You'll get a **\$500 gift card** to a local supermarket too!

- 25 cubic ft. capacity, side-by-side
- stainless steel doors & cabinet
- electronic ice/water dispenser
- cuts your energy bills by up to 15%

Read this newsletter and answer the questions on the enclosed reply card. All entries received by 8/30/11 with the correct answers will be entered into a drawing for the prize.

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



Total prize value: \$1,800

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✓ WIN a new fridge and \$500 of food!*
✓ cut your energy bill by up to 30%

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



a shorter wait for hot water

Redi-Hot is a compact hot water pump, which is microprocessor controlled and greatly reduces the problem of “waiting” for hot water.

Installed under your sink, Redi-Hot supplies hot water faster, so you waste much less water waiting for it to heat up. **Redi-Hot** monitors water temperature, and with a simple push of a button, pumps hot water to your

faucets or shower and then returns the cooled-off water back to the water heater.

Easy-to-install Redi-Hot **can save a typical household thousands of gallons of water per year, and energy dollars too.**

Plus, when you need hot water, Redi-Hot makes sure you’ll get it a lot faster.

Please call us today or return the enclosed reply card to learn more about this revolutionary money-saving product.

Incentive update:

N.J. Clean Energy rebate limit raised to \$5,000.

Limited time only.

exposing energy loss that is costing you money

Our home energy assessment service is a revelation, exposing the causes of energy loss that are costing you money. We have helped many of our neighbors increase the efficiency of their homes, with changes that have led to real savings.

One of the causes of energy loss may be right above you. **Recessed lighting fixtures** are a prime suspect when it comes to energy loss, with your cooling and heating dollars escaping right through the ceiling.

Fortunately, just as for most energy-efficiency problems, there is a solution: **LED lighting** or

airtight fixtures. They keep cooled or heated air in the living area where it belongs.

Our comprehensive home energy assessment is not just an energy audit; it is an exhaustive evaluation of your home as a total system. Using state-of-the-art tools and **specialized tests**, we assess your home’s insulation, air infiltration, and health and safety issues.

We learn how your home uses—and loses—energy, and then we propose solutions that will **save you money.**

Based on our experience, every home has room for improvement in energy efficiency. Please contact us to learn more.

We perform a blower door test to measure airflow in your home.



Recessed light fixtures are a common cause of heat loss.

