LIVING IN COMFORT

FALL 2017

APPEL
HEATING & AIR CONDITIONING
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Cheaper Isn't Always Better

We all like to save a dollar or two where we can, and when faced with a major expense—like replacing your HVAC equipment—it can be tempting to cut corners. But when it comes to your home's comfort system, you really do get what you pay for. Inexpensive HVAC equipment is not worth the long-term hassle that comes with saving a few dollars up front. Here are a few reasons why:

Lower Grade Units = More Breakdowns = More Repair Costs

Lower quality HVAC equipment just isn't made to last. Low end, "Builder Grade" units come with lower grade components and the absolute minimum of features. Breakdowns occur in these units more frequently, which means higher repair costs, more down time, and unhappy customers.

Product Differences

Keep in mind, most HVAC manufacturers typically offer two or three product lines, much like most other industries. A "Builder Grade" line comes at a low price point for a reason. A "Standard Line" comes with better parts and more features, while a "Premium Line" comes with the most features and the best parts available.

Poor Performance

A lower price tag often means lower quality and, ultimately, a lower level of comfort for your family. If your HVAC system doesn't heat and cool your house properly, you've wasted your money. With winter coming up, the last thing you want is a house with sub-par heating!

Lower Efficiency

Compared to high quality units, cheaper HVAC systems are usually less efficient. This means your cheaper HVAC system must work harder than a higher quality system does when it comes to heating and cooling your house. This results in more energy expended—and higher energy costs.

Dealer Differences = Installation Differences = Price Differences

Buying HVAC equipment is not the same as buying a toaster, or even a car. You don't just plug in a furnace or put gas in your air conditioner, and away you go. The dealer is responsible for designing, sizing, and installing your heating and cooling system, and this is where things matter the most. A well installed system will always outlast a system where the installers cut corners. Do your research on best installation practices and make sure you completely understand the scope of work in its entirety.

Our Promise

Here at Appel Heating & Air Conditioning, we offer the right equipment for your home at a fair price. We make sure your new HVAC system is designed and sized correctly, and our installers make sure that your new equipment is installed to code using the best of today's installation practices.

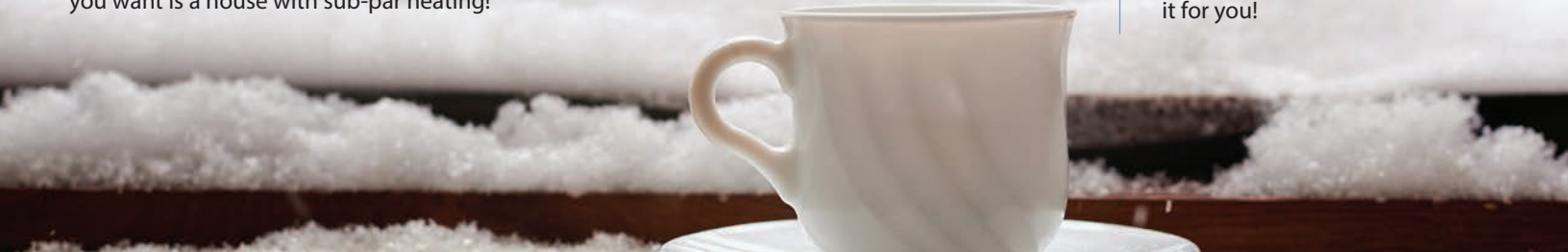
Is Your HVAC System Winter-Ready?

Follow these simple tips to prep your home for the colder months, and stay nice and toasty all winter long:

Change the air filters. Old or clogged air filters can put a huge strain on your system, while also releasing dust and allergens back into your home.

Clean and check the air vents. Turning on the heat won't do you much good if air isn't able to circulate freely. Check each vent in your house to make sure it's open and nothing is blocking airflow. This would be a good time to clean the vents, as well, to ensure you're not blowing a bunch of dust into the rooms.

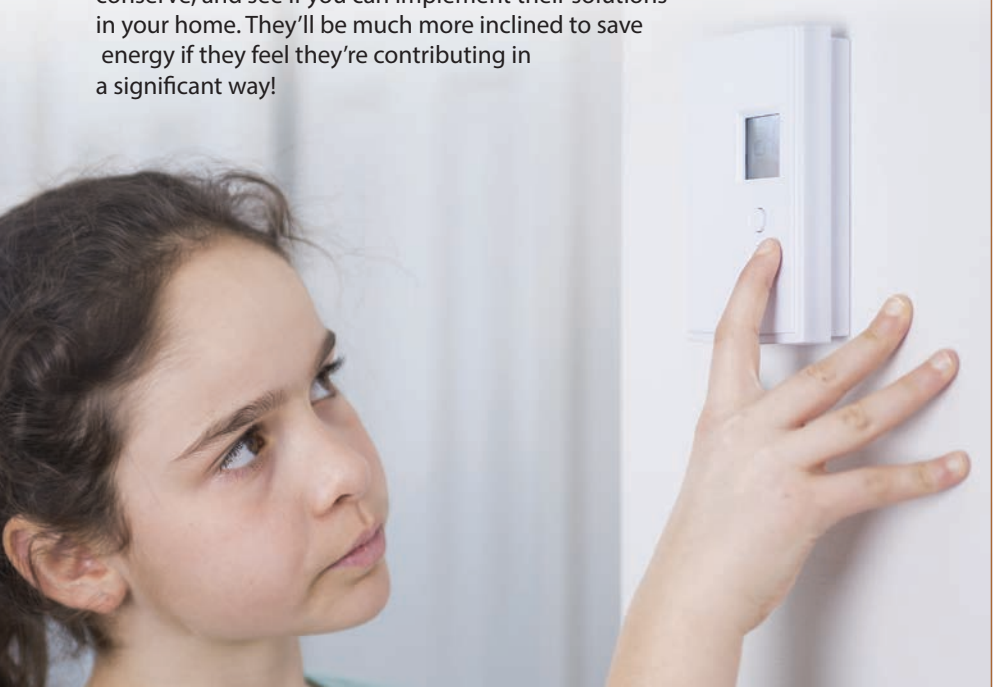
Keep an eye out for unusual behavior or noises. More often than not, this is a sign of a problem that, left unchecked, can become a major (and expensive) issue. Call Appel as soon as you notice anything strange, so we can take care of it for you!

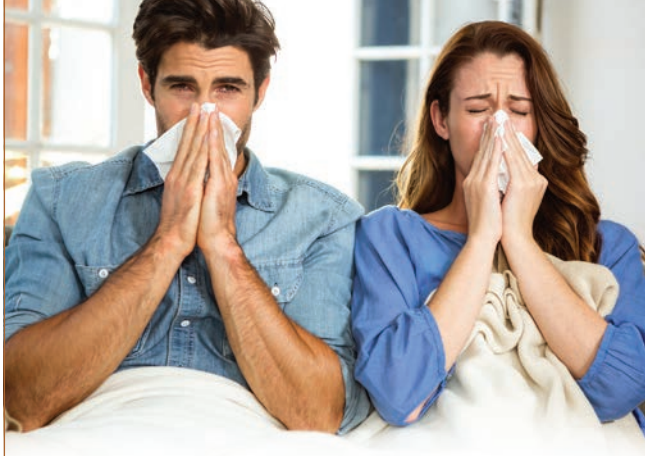


Kids Corner: Conserving Energy

It's more important than ever to teach your children the importance of saving energy and how their carbon footprint can affect the world around them. Energy conservation can be a boring topic for kids, but here are a few tips to help make it fun for the whole family.

- **Learn together!** Go to the library as a family and check out some books on energy and conservation. Finding out what electricity and energy is and where it comes from can go a long way toward helping your kids understand why it's so important to conserve.
- **Decorate a few coin jars and use them to help encourage kids to turn off lights and electrical appliances.** Every time they remember to turn something off when they're done—without being told—drop a coin in their jar. Every time they forget, they have to move one of their coins to your jar! Or do the same thing with a points system. Once they've earned enough cash (or points), treat them to something they love...a new toy, perhaps, or an ice cream outing.
- **If your kids still take baths, help them switch to showers, as they use much less water.** Make it fun by setting a timer to see if they can get squeaky clean in as little time as possible. Set a timer for yourself, as well, and give a prize to the family member who's able to finish the quickest.
- **Limit screen time—TV, computers, iPads, phones, etc.—to around 1 hour a day.** Not only will this help conserve electricity, but it can help kids concentrate better on school work, and encourages bonding between your family members.
- **Lower the temperature on your thermostat, and build blanket forts!** Cuddling up in a fort or under blankets on the couch is a great way to stay warm while also promoting family closeness.
- **Remember the game "I Spy?"** Use it as a tool to help kids start recognizing energy-saving or energy-wasting items. This one is great, because you can play at home or in public—wherever energy is used.
- **See if you can go electricity-free for one day a week (on days with milder weather, of course).** Turn it into an adventure for your children—have them walk around with you and point out all the appliances that need to be turned off, and see if they can come up with alternate ways to accomplish everyday tasks without them. Make a picnic and play board games instead of cooking and watching TV, for instance, or tell spooky tales by candlelight.
- **Most importantly, involve your kids in your household decisions regarding energy efficiency.** Maybe even show them the utility bills, so they have an understanding of exactly how much it costs to use all the everyday appliances they normally don't think about. Ask them if they have any ideas to help conserve, and see if you can implement their solutions in your home. They'll be much more inclined to save energy if they feel they're contributing in a significant way!





Dry Winter Weather? Humidify!

Winter in Indiana can be brutal. For many, these cold months bring dry skin, colds, chapped lips...the list goes on. And it's not just the winter wind contributing to our cold weather ailments—the environment inside our homes can be just as punishing.

One way to combat the effects of the dry winter air is a whole-house humidifier. You may be familiar with the small portable humidifiers, but those only benefit the room they are in—and often, only a small portion of that room. And on top of that, they can actually cause serious problems for your home. They blow the white particles from tap water (minerals like calcium) into the air, which end up plugging your filters and cause your furnace to not work properly.

Whole-house humidifiers, however, can be installed directly into your HVAC system to keep the humidity levels in your home at a steady and healthy level. And, unlike portable humidifiers, whole-house humidifiers only require cleaning once or twice a year, which can be done during your regularly scheduled maintenance appointments.

There are a variety of benefits to installing a whole-house humidifier. Adding moisture to overly dry air can help keep skin and sinus passages from drying out, and can help ease some of the symptoms caused by the flu and common cold. It can also help you recover faster, if you do contract these winter illnesses—humidifiers keep your nasal passages lubricated, which helps speed up the healing process. They're good for keeping fall and winter allergies at bay, as well, and can even help cut down on snoring!

A whole-house humidifier also lets you set a specific humidity level, which allows you to save energy and money. Because humid air feels warmer than dry air, you can keep your home at a lower temperature while still maintaining your comfort. A high quality heating system paired with a whole-house humidifier will allow you to stay warm, cozy, and healthy all winter long!

The Appel Philosophy

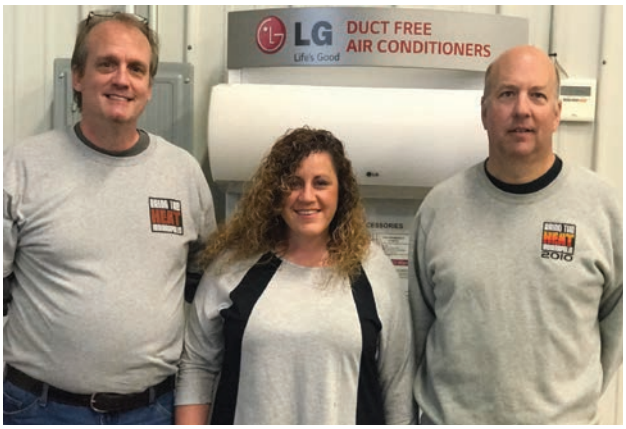
At Appel, we're proud to be one of the best rated and most trusted HVAC companies around. Our philosophy is really quite simple—we give our customers the kind of service we would look for, if we were in their shoes.

Honesty — We will never sell you what you don't need, or recommend the wrong equipment for your home. We think it's important for you to know what we're doing and how we arrived at our conclusions, so we'll explain our process in as much detail as you need to make your decisions. Ask us as many questions as you'd like! We're here to give you honest answers and advice.

Fair Pricing — We promise to offer honest, fair prices for excellent products and services. As your service company, it's our job to research the best equipment out there to meet your particular needs, and we take that to heart!

Customer Care — Our customers are our friends and neighbors, and we'd like them to stay that way. We treat your home with respect—no messes, no rudeness. We expect the Appel team members to be smart, clean, honest, and efficient and to always go out of their way to make your experience as pleasant as possible.

We stand behind this philosophy 100%, and hope it makes all the difference to you and your family!



Bring the Heat

Everyone deserves to be cozy during the cold winter months. At Appel, we take our civic duties seriously, which is why each year we participate in Bring the Heat, Indianapolis. Sponsored by the Heating and Air Conditioning Alliance of Indiana, Bring the Heat provides free heating services to elderly, disabled, and low-income homeowners in the Indianapolis area to ensure proper furnace operation and to save lives! Volunteers provide no-cost furnace clean-and-check services as well as a smile, a helping hand, and hopefully a ray of sunshine to those who need it the most.

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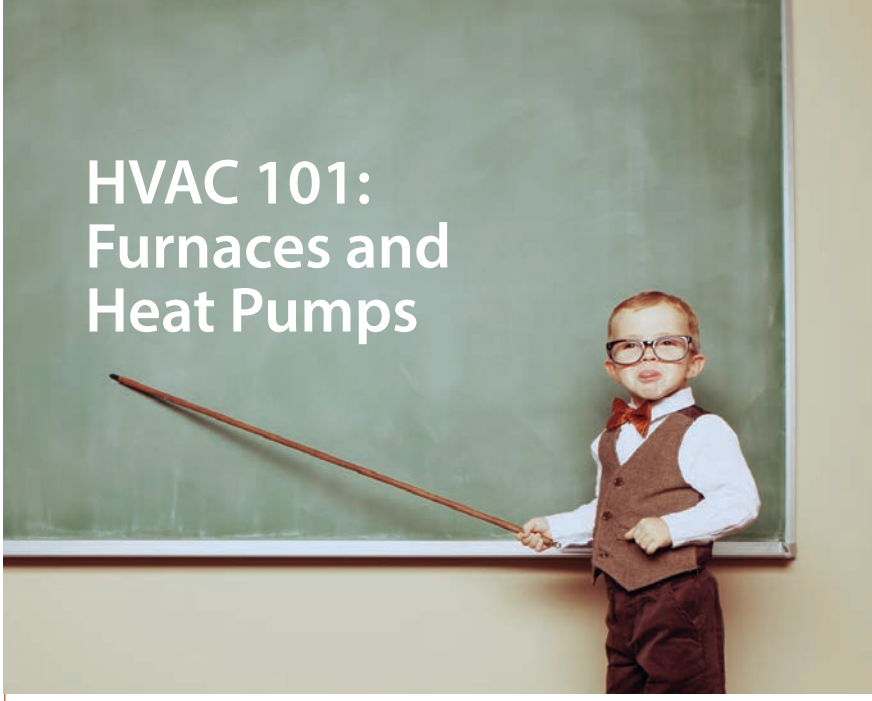

HVAC 101: Furnaces and Heat Pumps

Choosing a heating system can be a confusing process, especially if you aren't sure which system is right for your home. Furnace? Heat pump? What's the difference, anyway?

A furnace uses "fuel" to heat your home. The fuel may be natural gas, propane, oil, or electricity, but the premise is the same for each furnace. Air from the home passes by the heat source—flames in the case of natural gas, propane, or oil burning furnaces or a heating element in the case of an electric furnace. The warm air is distributed to each room of the home through the duct system by the furnace blower motor.

Fossil fuel furnaces are rated in efficiencies such as 80% or 95%. An 80% efficient furnace has 20% fuel waste through the exhaust, which goes up the chimney or the venting system. Electric furnaces are essentially 100% efficient, since there is no fuel waste. But don't think it costs less to heat a home with electricity versus a fossil fuel. To understand annual heating costs, you must be able to compare all "fuels" in a common denominator, which is the BTU (British thermal unit), and know how many BTUs your house needs to use to stay warm during the heating season. Now we're getting into HVAC 301….

A heat pump, a form of an air conditioner, circulates refrigerant through a loop system to pick up heat from the outdoors (yes, there is heat outdoors, even on a 10-degree day) and deliver it to your home. An indoor coil and refrigerant lines complete the loop system. The indoor coil is tied to the furnace in your home. Warmed refrigerant passes through the indoor coil, air from the home passes across the coil, and warm air is distributed to each room of the home through the duct system by the furnace blower motor.

When the heat produced by the heat pump is not enough to heat your home by itself, you will need a backup heating source in a furnace. In neighborhoods where natural gas lines have not been run, your furnace is typically electric. This is called an "all-electric" system. In homes which utilize a heat pump with a natural gas furnace as the backup heat source, we have what is called a "hybrid system," just like a hybrid car.

Clear as mud? Schedule a consultation with Appel to have one of our expert technicians assess your home's situation. We'll help you figure out what will work for your comfort needs—and your wallet.

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Like Our Work?

We'd love to hear from you! We take pride in the work we do, but it's always encouraging to hear nice words from our satisfied customers. Send us a testimonial, and it could be featured on our website! We're on Facebook, Google, Instagram, and Yelp, as well.
Send us some love!

Insulation FAQs

For such an important part of a home, insulation is often neglected and misunderstood. Below are just a few questions we answer for homeowners on a regular basis:

How does insulation work?
Without diving too deeply into a physics lesson, the basic principle is this: heat likes to flow from warmer areas to cooler areas, until the temperature is more evenly spread out. In the winter, this means heat from the toasty inside of your house is constantly trying to escape into the colder air of the outdoors. Insulation acts as resistance to that warm air, trapping it inside your home. The opposite is true in the summer—insulation helps keep warm air outside, where it belongs.

What does R-value mean?
All insulation is measured by its R-value—the "R" stands for "resistance." The higher the R-value, the more resistant it is to letting heat through, and the better it is at insulating your home.

How much insulation do I need?
This depends on a few factors: what type of heating and cooling system you have, which part of the house is being insulated, how old your home is…. An experienced contractor will be able to inspect your home and determine the quantity and R-value your home needs for best efficiency.

Can insulation be added to an older home?
Yes! This is called "retrofit insulation," and depending on the condition and age of your current insulation, can add significantly to your home's comfort and energy efficiency.

Employee Spotlight: Nathan Evans

As Appel's trusty Sales and Installation Specialist, Nate wears many hats and frequently steps outside his job description to do whatever it may take to get the job done right. He has been in the heating and air conditioning industry for almost 25 years, working his way up from the bottom, so he's had his hands in just about every aspect of this business. Nate has been with the Appel team for nearly 20 of those 25 years, and we could not be more pleased to have him around! In his downtime, Nate enjoys the simple pleasures in life—golfing, boating, and vacationing with his family.