



"WHERE CUSTOMERS SEND
THEIR FRIENDS"

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www.topnotchheatingandair.com

- You Never Pay Overtime
- No Voice Mail - a friendly person will always answer your call day or night!
- Employee Background Checks
- 24 Hour Service - 7 Days a Week
- Angie's List Super Service Award Winner 7 Years in a Row
- Weekend & Evening Appointments Available

Cool Ideas . . . Hot Topics

Spring 2012

Warm winter + minimal precipitation = a harsh allergy season ahead

Turn your home into a refuge from outdoor irritants

In spring, many fear the outside air because it signals the beginning of allergy season. Locking oneself inside for months isn't very practical, nor is it a safe haven from airborne allergy culprits.

For years the EPA has told us the air inside our homes is worse than outside air, and unfortunately that's where we spend most of our time. It seems there is no escape from pollens, molds, fungal spores, viruses, bacteria and the like. Thanks to tighter building construction, things are only getting worse.

There are four principal ways to fight indoor air pollution and improve indoor air quality.

Source Control

Strategies include no smoking, no pets, the use of low emission paints, varnishes and carpeting, in addition to maintaining optimum humidity levels. Regular cleaning and servicing of combustion appliances, such as a furnace, will also make for a healthier indoor environment.

Ventilation

Options are available to improve air quality by exchanging stale air from inside with fresher air from outside. Working with your existing HVAC systems, whole-home ventilation systems also help control temperature and humidity, most times actually helping lower utility costs. Top Notch offers a range of Lennox ventilation products to fit your specific needs.

Filtration

Lennox's Healthy Climate solutions provide the highest efficiency air cleaning available in whole-home filtration. Solutions work with your existing systems without adding to the cost of operation. Products and replacement filters provide

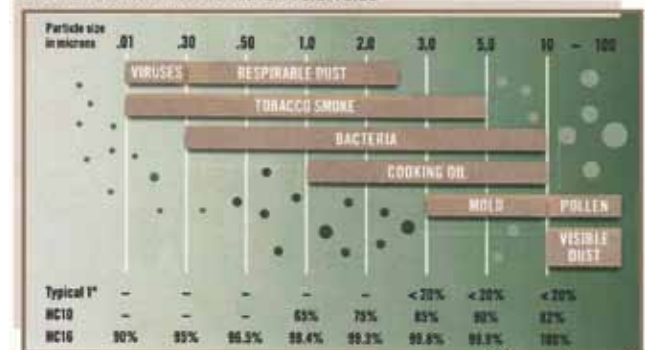
hospital-grade filtration when properly maintained and replaced on schedule.

MERV 10 protects your equipment.

MERV 16 protects your family.

(MERV 8's available through mail order. Call us and we'll arrange shipping to your home.)

AIR CLEANER REMOVAL AIR EFFICIENCIES



Purification

Research shows that those tabletop gadgets you see advertised don't do the job here. High-efficiency particle collection requires larger filters (mentioned above) paired with an electronic media cleaner such as Lennox's PureAir™ system. PureAir™ works with your existing system using exclusive UVA-light technology to attack air contaminants and particles throughout your entire home.

Whether you choose installation of a new ventilation system, filtration system or air filter, Top Notch can help you get relief from allergies. **See our Spring Special on Page 4!!!**



Family-Owned & Operated
Serving Johnson County for over 38 years!
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**24-Hour Service
 7 Days A Week
*Never a charge
 for overtime!***

V.I.P. MAINTENANCE

Top Notch's 3 Levels of Service:

V.I.P. Maintenance Agreement

\$179/year or \$14.92/month for 1 system and includes:

- One air conditioner clean & check
- One furnace clean & check
- **\$20 OFF** service call
- **15%** discount on equipment, parts and labor
- **\$30 Loyalty Credits** each year towards equipment replacement

Signature Service V.I.P. Agreement

\$229/year or \$19.08/month for 1 system and includes:

All the same benefits as our V.I.P. Maintenance Plan above **plus...**

- One Mid Winter "Peace of Mind" Check to check humidifier, clear drain line, check CO levels, replace standard filter, and visual inspection of furnace operation
- **\$40 Loyalty Credits** each year towards equipment replacement

Pinnacle V.I.P. Agreement

\$395/year or \$32.92/month for 1 system and includes:

All the same benefits as our Signature Service V.I.P. Plan above **plus...**

- Additional discounts on replacement equipment
- **\$50 Loyalty Credits** each year towards equipment replacement
- **AND BEST OF ALL ... FREE REPAIRS ON YOUR FURNACE, AIR CONDITIONER AND HUMIDIFIER!!**

Visit our recently-updated,
more user-friendly
topnotchheatingandair.com
for more info on V.I.P. maintenance
benefits and pricing.

What (or who) is MERV?

Answers to your most commonly asked HVAC questions

By Mike Brosseit, Owner

Top Notch Heating, Cooling and Plumbing



In addition to other terms explained in articles throughout this newsletter, I've decided to uncomplicate the world of HVAC by defining some of the industry's more widely used acronyms, terms and/or products.

MERV: Minimum Efficiency Reporting Value is the standard comparison of air filter efficiency. It measures a filter's ability to remove particles from 3 to 10 microns in size. The scale ranges from 1 (least efficient) to 16 (most efficient).

SEER: Seasonal Energy Efficiency Rating measures cooling efficiency. The higher the number, the greater the efficiency.

IAQ: Indoor Air Quality.

Condenser Coil: Part of the outdoor portion of a heating or cooling system that releases or collects heat from the outside air.

Evaporator Coil: Part of the cooling system located indoors, it cools and dehumidifies by converting liquid refrigerant into gas.

Heat Exchanger: The major part of the furnace that transfers heat into your home.

Variable Speed Blower Motor: An economical, quieter motor that ramps up and down slowly, matching the heating and air conditioning demands of a home. Similar to a car's cruise control, it also helps reduce wear and tear on equipment.

Zoning: A single HVAC system that can meet different heating and cooling needs of divided spaces. To achieve zoning, each space is regulated by its own temperature control for optimal comfort and efficiency.

We're here to help so if there is ever anything you don't understand, please ask your service technician or call our office.



Meet TOP NOTCH Inventory Manager Mary Talbott

Usually found behind-the-scenes, Mary has worn many hats the last seven years at Top Notch. As she explains it, her main responsibility is "to keep the trucks fully stocked to make sure our customers have what they need, when they need it." She's the buyer of all the supplies, parts and equipment, as well as an assistant with bookkeeping, payroll and job order completion. What does Mary do when not working?



Family Life: "My husband and I were on the college – kindergarten plan," laughed Mary. Her 24-year-old daughter is a grad student studying Biology. When she started college, Mary's youngest son was just entering kindergarten. He's now in 6th grade.

Favorite Leisure Activities: Mary's husband of 25 years, Tim, is Site Manager at The Mahaffie Stagecoach Stop and Farm Historic Site in Olathe. She spends hours volunteering at the farmstead and enjoys sewing, knitting and weaving 1860 reproduction pieces for use at the historic venue.

Favorite TV Show: *NCIS*

Last Movie Watched: *War Horse*

You might hear Mary's voice from time to time when you call Top Notch because that is just one more way she pitches in when needed to ensure quality customer service!

SPRING SPECIAL!!!

LENNOX

HOME COMFORT SYSTEMS
Innovation never felt so good.™

\$100 OFF

the installation of a whole house
LENNOX AIR CLEANER
MERV 10 or MERV 16

Offer Expires May 15, 2012

MERV 10 protects your equipment
MERV 16 protects your family



TOP NOTCH

Heating, Cooling & Plumbing

Where Customers Send Their Friends

23754 West 82nd Terrace
Lenexa, Kansas 66227
(913) 441-8900

www.topnotchheatingandair.com

RETURN SERVICE REQUESTED

To:

24/7 – CALL 913-441-8900 – WE NEVER CHARGE FOR OVERTIME!

V.I.P. REWARDS

Newsletter Trivia Question

(found in one of our Spring Newsletter articles)

What does MERV stand for?

Email your answer to:

info@topnotchheatingandair.com.

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The first 25 readers to respond with the correct answer will be entered in a drawing to win a \$50 gift card to Oklahoma Joe's BBQ!!!

Plus... If you would prefer to save paper and receive this newsletter electronically, just send us a note with your email address.

We've made changes to
topnotchheatingandair.com
so be sure to check it out!



Lawn care tips from the KC GOLF SHOW pros



We picked up some great tips from golf course maintenance professionals during the three-day Kansas City Golf Show that are sure to make your lawn lush and green without much effort:

- Mow often with sharp blades. But don't go too short – about 1/3 of the grass' height at a time.
- Never mow a wet lawn because soil gets compacted and roots can't breathe.
- Mulch clippings into the lawn for a natural fertilizer.
- Don't overwater! It's better to water deeply and infrequently. Daytime watering is best.
- Keep fertilizers consistent, and don't use too much!
- To avoid unwanted pests, stay on top of the weeds.

Thanks to all who stopped by our display and entered our contest.