

George's HomeComfort EXPRESS

A NEWSLETTER PUBLISHED BY GEORGE STROHM, INC., LEBANON, PA

EMERGENCY?

Note: New Service Number Added

You never know when you may need to call us for a plumbing or heating emergency.

Always call our main number first (717-273-0843).

Follow the emergency service prompts, and stay on the line until you are connected with a live voice.

It is possible you will hear a recording or some clicks and beeps along the way. Stay on the line.

We will help you.

If you have a rotary phone, or if you do not reach us on the main line (not likely), we have an emergency back up number, 1-888-829-9181.

Keep both numbers handy!

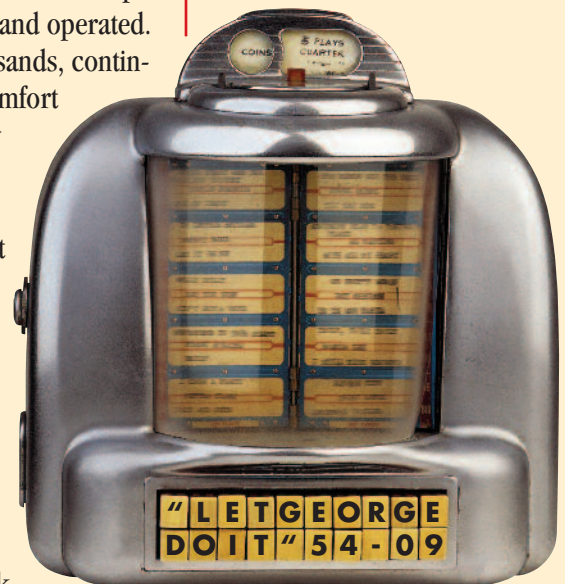
1954. U.S. Marine veteran George Strohm and his wife Helen identified a need for plumbing and heating service in Lebanon County and acted on it. The marketplace responded and the Company's original slogan, "*Let George do it!*" was born, not as a catchy set of words, but a testament to the qualities of reliability and professionalism that George and Helen brought to every transaction. Plain and simple, Lebanon County homeowners trusted George Strohm Inc. from day one. They still do.

Fast forward to 2009. The Company, now under the leadership of George and Helen's son Tom, is still family owned and operated. The Lebanon County customer base, now in the thousands, continues to "*Let George do it!*" for a variety of home comfort services, described in detail throughout the company website, www.GeorgeStrohm.com.

"Of course we continue to supply the plumbing, heating, air-conditioning and oil delivery services that are the mainstay of our business," states Tom Strohm, "but we also keep up with technology and staff training. This allows us to help our customers even more with services that positively impact energy efficiency and cleaner healthier air in the home. That's what we mean when we say we deliver comfort!"

"We continue to focus on the importance of keeping the air in your home as healthy as possible. Check this newsletter for news you can use for maintaining your air conditioning system and improving the air you breathe at home."

GEORGE STROHM INC. IS THE SAME BUT DIFFERENT 55 YEARS LATER.



*The year was 1954
"Let George do it!"*

**JOIN US FOR A
SPECIAL 55TH
ANNIVERSARY
BREAKFAST
CELEBRATION**

SATURDAY, MAY 16TH

We've reserved the APR Showroom, 305 North 5th Street, Lebanon, for a special 55th Anniversary Continental Breakfast Celebration from 8 am to 12 Noon on Saturday, May 16th.

Steve Todd will be broadcasting live from APR on WQIC-FM radio. We promise prizes and surprises, and hope you can join us that morning. Capacity is limited, so call 273-0843 to reserve a spot. Thanks to all our great customers!

LOOK INSIDE

HOME POLLUTION
TIME TO GET READY
BEYOND THE CALL
VISITING THE WEB SITE
TESTIMONIAL LETTER

HOW MUCH POLLUTION IS IN THE AIR IN YOUR HOME?



You read a lot from environmentalists about the dangers created by industries that pollute our outdoor air. But there are even greater potential dangers emanating from the air you breathe right in your own home. Studies by The Environmental Protection Agency (EPA) suggest that indoor air pollutants can be two to five, and even up to a hundred times higher than outdoor pollutants. Mold, tobacco smoke, and animal dander are just a few of the culprits we face. Today's homes are more tightly sealed, which is good for draft reduction, but they also can't "breathe" and therefore can't dilute pollutants in building and decorating products.

SO WHAT CAN WE DO ABOUT IT?

One thing we recommend is to let George check the humidity level in your home. Dry air can act like a giant sponge. It soaks up moisture from everything it touches – woodwork, wood floors, and furniture – not to mention dry skin, nasal passages, and static electricity. Many of our customers have had us install a **Honeywell TrueSTEAM Central Humidifier** and experienced dramatic improvement in indoor air comfort. Call if you would like more information.

Another item we recommend is the **Ecoairflow Electronic Cleaner**. This appliance uses only 2 watts of power. It traps and filters microscopic airborne pollutants in your home through your air conditioning or heating system. The Ecoairflow filter can effectively remove particles down to .007 microns, including bacteria, viruses, most volatile organic compounds (VOC's), plus larger particles like mold spores and cat dander. VOC's are used in paint, carpets, plastics, etc. In conjunction with this, we recommend that you avoid or at least minimize use of sprays of Lysol and aerosol products as there is a risk of lung problems.

TIME TO GET READY FOR AIR CONDITIONING SEASON



One of the reasons to "*Let George do it!*" this time of year is to arrange for a day and time for us to check your air conditioning system and make sure it is in good working order for the warm weather that we will be welcoming before you know it.

When we perform this maintenance, there are a couple of other things we recommend:

1. CHECK YOUR THERMOSTAT

If it is a few years old, you may want to consider an upgrade to a new **Honeywell Thermostat**. There are several models available, and the choice depends on how your household operates. The right thermostat can save energy costs and assure a comfortable temperature at all times.

2. ADD ZEROL ICE TO YOUR AIR CONDITIONING SYSTEM

This is a remarkable air conditioning lubrication technology that reduces energy costs, improves, cooling performance, makes your system operate more quietly, and extends the life of the equipment. Ask about a **Zerol Ice** treatment when you schedule your annual maintenance. There's a coupon for you in this newsletter too.

Do you have an OLD air conditioning system? Perhaps you should consider replacement this year. Electricity rates are expected to increase by as much as 50% in the next year. It's obvious that an old inefficient system will cost more than ever before to operate. We highly recommend that you consider upgrading to a new high energy efficient Tappan Brand system. Tappan is built tough and comes with a 10 year warranty. PLUS you can earn tax credits of up to \$1500, plus your choice of an additional rebate of up to \$1300 or special financing with 36 equal monthly payments. Use the coupon on the back page. Our Strohm Team is prepared to do the installation.

AND THE TRIVIA WINNER IS!



Pictured here is Roger Bomberger, winner of our January 1954 Trivia Quiz (in honor of our founding year.) New question every month on GeorgeStrohm.com.

If you have visited the Support The Troops page on GeorgeStrohm.com you are aware of the great work Wanda Bechtold and her team of volunteers has done to boost the morale of our troops in Afghanistan by regularly sending boxes of useful things like toothpaste, q-tips, white socks, candy, playing cards, etc. Wanda has been given well deserved recognition locally as the winner of the Lebanon Valley Chamber of Commerce **“Beyond The Call”** Award, and a special National Award from the Marine Corps that was presented to her when she was an honored guest at the Marine Corps Ball in Washington, DC. Congratulations Wanda! And to our readers...Support The Troops!

One of our own George Strohm Inc family, Dan Beard, is serving in Iraq. He may have helped solve a heating or air conditioning problem for you before he deployed. If you would like to specify *“Dan Beard and his Buddies”* when you do your own support the troops contribution...we'll see that we include your donation in a special mailing we're preparing to Dan and his unit soon.



AWARDS FOR STROHM CUSTOMER WANDA BECHTOLD

“Beyond The Call”

Lt. Col. Grey Berrier, garrison commander at Ft. Indiantown Gap, presented the “Beyond The Call Award” to Wanda Bechtold. Cpl. Saunders and Sgt. Bagley flank Mrs. Bechtold in this photo.

We've learned over the last year, since we did a major update of our website, that more and more of you are spending time on the site. A lot of you asked for a more informative and useful website, and we were happy to accommodate you. The internet is part of our daily lives. There are good reasons for this upgrade:

- 1. We update it monthly** – You will always find News You Can Use to save energy costs and get complete information on each of our services.
- 2. Web specials are posted from time to time** – We try to run in-season specials to save you money on services you should be dealing with at the time
- 3. Play 1954 Trivia** – Each month this year we are featuring a 1954 Trivia question, inspired by our founding year of 1954. It's fun, and each month we award a \$55 George Strohm Service Certificate to one lucky winner. You can't win unless you play...so give it a try!
- 4. Support The Troops** – This is a permanent page on our website. We appreciate your support!

www.GeorgeStrohm.com



LETTERS TO TOM

Dear Mr. Strohm

Thank you for recommending and installing our new central humidifier. My husband and I learned its true value in an interesting way. A couple of months ago, I had some sinus problems and he was annoyed by dry skin irritations. We discovered that the humidifier had been accidentally turned off. Since we corrected that problem, the indoor humidity is back to normal, and both of our conditions improved. Coincidence? We don't think so.

Patricia Cantwell, South Lebanon

Dear Mr. Strohm

The Strohm team performed over and above what I expected on a New Years eve call. I needed service and was able to reach Strohm on that afternoon. When they arrived, my outside awning was picked up by strong wind and was in danger of blowing away. The Strohm team went on my roof, got the awning under control and solved my problem. Your customer service is to be commended!

Rebecca Sterner, Lebanon

Valuable Money Saving Coupons On Money Saving Products

WRITE TO ME:

Tom Strohm,
George Strohm, Inc.,
480 Vine Street,
Lebanon, PA 17042
717-273-0843

OR EMAIL TO:

george@GeorgeStrohm.com
*Send us your email address and be
on the list for updates and special
offers from George Strohm, Inc!*

CHECK US OUT ON THE WEB:

www.GeorgeStrohm.com

ZEROL ICE ENERGY SAVING 1 TIME LUBRICANT

\$99.00 save \$50.00

when installed during your scheduled A/C cleaning.
\$149.00 other than on a scheduled A/C or Heating cleaning.

Please inform the office when scheduling your cleaning
to get the pricing listed in the coupon.

ECO ELECTRONIC AIR CLEANER

\$299.00 save \$150.00

when installed during a scheduled A/C or Heating cleaning.
\$449.00 if not in conjunction with a scheduled A/C or
Heating cleaning.

These are made to order, we have a few stock sizes in stock.
Please call the office to order your air filter system.
We will the schedule your service accordingly.

TAPPAN BRAND AIR CONDITIONING SYSTEM

Up to **\$1500** Tax credits plus rebate of up to **\$1300**

Replace your old system with Tappan. Earn up to \$1500 tax credit,
plus use this coupon for an additional rebate of up to \$1300
OR special financing with a payment plan of 36 monthly payments.

Let George
do it!

George Strohm, Inc.
480 Vine St.
Lebanon, PA, 17042