



**AIR TEMP**  
HEATING & AIR CONDITIONING, INC.

**HOT TOPICS & COOL SOLUTIONS**  
IMPORTANT INFORMATION FROM YOUR LINC SERVICE™ CONTRACTOR

April 2015

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### DID YOU KNOW?



Preventive maintenance programs can save as much as 12% to 18% in equipment repair and replacement, according to the [U.S. Department of Energy](#)

### MARKET TRENDS



## Mayors Weigh in on Energy Efficiency



View a larger version of this image, [here](#).

Energy efficiency remains a top priority for cities, even in an era of tough budgets and rising costs. Mayors expect to increase spending over the next five years; the graph

Greetings,

Earth Day is just one week away, what are you doing to make your business environmentally sustainable? This month's newsletter highlights how corporate sustainability not only makes you feel good, but can also bring extra money to your bottom line.

Are you interested in helping your company go green to save some green in time for Spring? Then give [Air Temp Heating & Air Conditioning, Inc.](#) a ring today to learn how a proactive maintenance program can help your company save money and energy.

## Corporate Sustainability Drives Profit

Next Wednesday is Earth Day and a time to focus on environmental responsibility and sustainability. Did you know that corporate sustainability can directly benefit a company's bottom line?



A recent Greentech Media article identifies nine ways that going green helps make green. Here are a few insights from the article:

- **Lowered Costs** - Reducing energy use, upgrading to LED lighting, managing peak power and using uninterrupted power supplies help dramatically reduce utility costs.
- **Increased Revenue** - Green buildings command higher rents and higher occupancy rates for building owners and managers.
- **Improved Reputation** - Studies show sustainability strengthens retailer brand reputation by as much as 120 % percent.
- **Improved Employee Health** - Workplace and building design can directly impact employee motivation, satisfaction and productivity. Hewlett-Packard found that lighting controls

above shows what energy efficiency measures the mayors of 288 US cities give top priority.

Source: [Mayors Climate Protection Center](#)



**QUESTION:** How do you create an effective preventive maintenance plan?

**ANSWER:** Have a professional conduct a complete audit of facility equipment; the results will help determine a proactive schedule for preventive maintenance, repairs or replacements.



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can reduce migraines, while other data shows respiratory problems are less prevalent in retrofitted buildings.

Find out more from Greentech Media's article [here](#).

## Are you Failing your HVAC System?

Does your company wait for HVAC systems to fail before replacing them? With tight budgets and growing expectations, it seems this corporate policy of "run to fail" is becoming more and more commonplace. The problem is that taking a reactive approach to HVAC maintenance ends up costing more in the long run. Here are few reasons why:

- **Higher Operating Costs** - Not only does HVAC equipment tend to lose energy efficiency as it ages, but newer equipment is generally substantially more energy efficient.
- **Higher Maintenance Costs** - New equipment is usually cheaper to maintain and covered under a warranty for the first few years.
- **Peak-Season Failures** - Equipment failures often happen during periods of high use. This means that not only will the system need to be replaced immediately, but there will not be time to price-shop and take advantage of possible seasonal or volume discounts.
- **Lost Business** - Whether from having to cancel appointments, cancel production or degrade the customer experience with uncomfortable or intolerable temperatures, businesses are directly affected by equipment failures.

When all these hidden costs are taken into account, proactive maintenance is clearly a more cost-effective approach to facility management.

GREEN INITIATIVES

ENERGY SMART

COMFORT ZONES