



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

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

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### DID YOU KNOW?



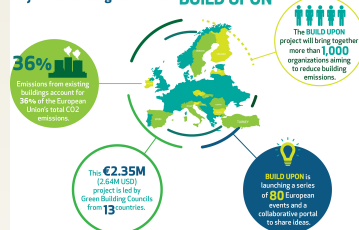
More than 50% of executives consider sustainability "very" or "extremely" important for areas including new-product development, reputation building and overall corporate strategy, according to a recent, global survey conducted by McKinsey & Company.

### MARKET TRENDS



## BUILD UPON

Europe Launches World's Largest Collaborative Project for Building Renovation: **BUILD UPON**



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

Green Building Councils across Europe have launched the world's largest collaborative project on building renovation and have named this initiative BUILD UPON. Click on the image above to learn more about this

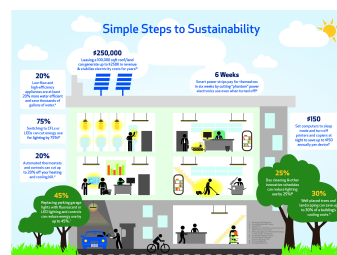
Greetings,

This Friday marks the 46th annual Earth Day. More than 1 billion participants take part in Earth Day activities around the world each year, making this holiday the largest civic observance on earth. What is your company doing to make a difference? The place you could have the greatest impact may very well be at your company's facility - by improving energy efficiency, reducing harmful emissions, and taking overall steps to improve sustainability.

[Air Temp Heating & Air Conditioning, Inc.](#) is here to help. Contact us today to set up an appointment and discover how we can improve your company's energy efficiency while cutting energy costs.

## Simple Steps to Sustainability

Take time this Earth Day to look at your company's current energy use and environmental impact to find ways you can improve. HVAC systems in typical commercial



buildings are responsible for more than 40 percent of total energy use, making them an easy target for energy efficiency improvements. Facilities with proper HVAC maintenance use at least 15 to 20 percent less energy than those whose systems are allowed to deteriorate. Facilities with ENERGY STAR equipment have the potential to save even more energy.

Below are just a few simple steps that you can take to begin improving your company's sustainability:

- **Proper HVAC maintenance combined with using ENERGY STAR equipment** can help most buildings reduce their energy and operating costs by 20 - 30 percent.

groundbreaking project.

#### Q & A



**QUESTION:** How can my organization take part in Earth Day?

**ANSWER:** Besides taking steps to improve your company's sustainability, there are also a plethora of volunteer and corporate sponsorship opportunities available to support environmental initiatives taking place around the U.S. and around the globe. [Click here](#) to visit the U.S. Environmental Protection Agency's Earth Day page to discover events near you.

#### CONTACT US



Air Temp Heating & Air Conditioning, Inc.  
1165 Front Street  
Binghamton, NY 13905  
Phone: 607-772-8362

6820 Ellicott Drive  
East Syracuse, NY 13057  
Phone: 315-432-8591

8181 Seneca Turnpike  
Clinton, NY 13323  
Phone: 315-735-7539  
[www.airtemphvac.com](http://www.airtemphvac.com)



- **Automated thermostats and controls** can cut up to 20 percent off heating and cooling bills.
- **Well-placed trees and landscaping** can save up to 30 percent off cooling costs. Another popular, natural insulation method gaining global popularity is "green" or "living" roofs.
- **Behavioral changes** such as encouraging employees to turn off lights when leaving a room, reducing heating/cooling load for unoccupied buildings and shutting down computers at the end of the day can significantly reduce energy waste.

## Environmental Concern Drives Retrofit Market

A [recent report](#) by BCC Research projects that the global conventional energy retrofits market for public buildings and private commercial buildings will grow from \$85.1 billion last year to almost \$132.3 billion in 2020. That equates to a compound annual growth rate (CAGR) of 9.2 percent.

Energy retrofitting is the process of installing energy conservation devices and equipment in existing buildings to reduce their energy consumption. The report takes into account energy-reducing technologies including HVAC equipment, lighting, electricity sub-meters and green roofs. The largest segment of this study is HVAC, which will total 98.1 billion by 2020. But the most impressive, fastest growth is in the green roofs market, which should reach a five-year CAGR of 18.9%.

What is driving this upsurge in the use of green energy technologies? BCC Research believes it boils down to rising global concern over the environment and the impact humans are having upon it. International actions are confirming this sentiment, as representatives for more than 190 nations including the United States gathered in Paris last December to discuss a new global agreement aimed at reducing greenhouse gas emissions, with many nations already making proactive policies to achieve set goals.

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ABM Franchising Group, LLC | 501 Technology Drive | Suite 3000 | Canonsburg | PA | 15317