

Around the House  
Electrical Article #17 – Whole-House Surge Protection

**Headline**

Love that new super plasma TV and your other electronic gadgets?  
With whole-house Surge Protection,  
they'll *stay* super a whole lot longer!

**Text**

Power surges and spikes can occur at any time. In fact, up to 25 small surges a day is not uncommon. Let alone when power is restored after an outage.

Surges and spikes can also result from lightning strikes, downed power lines, and even your household appliances.

What's the big deal about power surges? Because over time, **even the smallest of voltage changes can eventually damage or ruin today's more sophisticated electronics**, including appliances, computers, and audio-video equipment. And if all that stuff is worth the initial investment, isn't it worth a little common sense protection?

Important Facts about Surge Suppression

- **Circuit breakers and fuses do not protect against electrical surges from outside your home** or through the phones or cable lines. They do, however, protect against changes in current from within your home.
- **Any device with a microprocessor is vulnerable to damage or disruption and should be protected.** A microprocessor is the heart of any computer and most other electronic devices that require more than simple ON/OFF control, such as televisions, major appliances, stereos, your home heating and cooling systems, digital answering machine/telephones, and much more.

What's the answer to protecting your home and your electronic equipment and appliances? The answer is simple two step process.

- **Step One** – Hire a qualified electrical contractor to attach a heavy-duty filter to your electrical meter...where electricity first enters your home. **This device is designed to protect your major appliances, plus your heating and cooling systems**, and is capable of protecting your home from up to 20,000 surging volts of electricity.
- **Step Two** - We recommend installing power strips with built-in surge protection to help protect your computers, phones, AV equipment, video games, and so on. Each such power strip is capable of resisting up to 6,000 volts of electricity. You can purchase these at virtually any hardware or electronics store, or we can provide them for you.

At (company name), **we provide and install outdoor heavy-duty filters with a 15-year warranty**. If we have access to your electric meter, **you don't even need to be home for the installation**. But if you are home, you will experience about 15 minutes without power during the installation process.

Call us today for more information on our "whole-house" surge protection service. If you decide our service is right for you, you can **save \$75 with the coupon below**. Because *Around the House*, you have a lot to protect.

### **Main Coupon**

#### **Whole-House Surge Protection**

Save \$75...

...on our whole-house surge protection service. This offer may not be combined with any other discount or promotion.

## **Teaser Copy**

Inside This Issue of “Around the House...”

Electricity is a good thing. But when *too much electricity enters your home*, that’s not such a good thing. Now, find out how to prevent damage from unexpected power surges.

Plus, 3 coupons you can use now.