

Around the House
HVAC Article #11 – CO Detectors

Headline

You Can't See it, Hear it, or Smell it...But it's There, All Right.
And the Worst Thing You Can Do is Ignore it!

Subhead

Every year, hundreds of people die from carbon monoxide poisoning, and thousands more become seriously ill. So here's a quick primer on CO causes and how to minimize their effects.

Text

Carbon monoxide is a natural byproduct of appliances and power tools that burn fuels like gas, oil, kerosene, wood, or charcoal. Breathing low levels of CO can cause shortness of breath, mild nausea, and headaches. At higher levels of inhalation, CO can cause drowsiness, nausea, vomiting, and confusion. At the extreme? Loss of consciousness and death.

PROTECTING YOURSELF FROM CO POISONING

Any tool or appliance that is not adequately vented and maintained can be a potential source of CO. So the idea is to prevent CO poisoning from reaching dangerous levels in the first place...and here are a few simple steps to help you accomplish just that:

Page Two

- Have your heating system, chimney and flue inspected and cleaned by a qualified technician every year.
- Don't operate gasoline-powered engines in confined areas.
- Choose vented appliances whenever possible.
- **Place a professional grade, low-level carbon monoxide detector – with an audible alarm –in your home and garage.**

At (company name), we sell *only* low-level CO detectors, because **the kind you buy at hardware stores and home centers barely provide adequate protection for healthy adults.** With our low-level detectors, you'll enjoy tremendous added protection:

- **Our detectors sense CO levels as low as 5ppm (parts per million);**
- Standard home center varieties don't alert you until CO levels hit 70 ppm or higher...the problem is, **infants, children, elderly persons or those with respiratory or heart ailments can suffer illness and permanent disabilities from a steady dose of CO levels as low as 15 ppm;**
- By the time a home center detector alarm goes off, dangerous levels of CO may have been present for an up to 3.5 hours, **and after that much exposure, not only illness and disability, but loss of life can occur.**

Today, (company name) is pleased to offer you a **\$20 savings on each low-level CO detector you purchase from us.** Because "*Around the House,*" it's always best to play it safe.

Main Coupon

CO Detectors

Save \$20...

...on every low-level CO detector you purchase from us. This offer may not be combined with any other discounts or promotions.

Page Three

Teaser Copy

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

We all know better than to fool around with poisons, right? Well, you might be doing just that...unless, that is, you place our professional grade, low-level CO detectors in your home.

Plus...

3 coupons you can use now.