

Around the House
HVAC Article #21 – Ductless Air
August 21, 2007

Headline

Is it Central Air? Is it Window Air?
No, It's Ductless Air...the New Super Hero on the Home Comfort Scene.

Text

What will they think of next? Ahem...**ductless home comfort systems**, that's what.

It's an idea well worth considering, especially if:

- You're tired of noisy, drippy window units;
- You have difficulty getting heat or air conditioning into certain parts of your home;
- You don't have (and don't want!) the necessary ductwork required for central heating and air conditioning.

Ductless air conditioning systems are also called split-air systems because **they can be purchased for air conditioning only, heating only, or both**. The idea got its start in Europe and Asia some years ago, but more and more these systems are becoming fixtures in U.S. homes...like yours.

Ductless systems consist of the following:

- A remote outdoor condenser or heat pump;
- A mounted indoor wall unit that radiates warm and/or cool air;
- Remote control operation

Typical applications of ductless systems include: **new additions, retrofits, finished basements, sunrooms, not to mention existing rooms**. That way, you can heat or cool only those rooms you're actually using, and only WHEN you're using them. Plus, they're much **more attractive than window units**, partly because they don't block any window space.

Page Two

Other system features include:

- **Quiet operation**
- **Maximum energy efficiency**
- **Years of reliable service**
- **Easy to operate and program...**plus, you can set different temperatures for each room covered by your system, just as you can with a zoned central air or heating system
- **No loss of energy** through your ducts since there ARE no ducts

Is a ductless/split-air heating or cooling system right for you? At (company name), we're here to help you decide just that with **a custom proposal and guaranteed up-front estimate**. Plus we can show you the many sizes, models and system features available for you to choose from.

What's more, we invite you now to **save \$150 on a fully-installed ductless home comfort system with the coupon below**. Just one more way we can be of service... "*Around the House.*"

Main Coupon

Ductless Home Comfort System

Save \$150

...on a fully-installed ductless home comfort system...your choice of heating only, cooling only, or heating and cooling combined. This offer may not be combined with any other discount or promotion.

Teaser Copy

There's a new super hero on the home comfort front, and it's available now to add a whole new dimension to your family's year-round comfort.

Plus, 3 coupons you can use now...