

HEIDLER, INC

Your Quick Call
Comfort Hotline:

410-268-7191

www.heidlerplumbing.com

Heidler, Inc.'s

HOME *Xpert*

Smart & simple ways to enrich your home living.

MY WORD

BY STEVEN HEIDLER &
MICK HEIDLER



It's nice
to take a
moment to

reconnect after an active
Summer. Life just gets
busier, doesn't it?

The Internet, of course, is
one of the busiest places
of all. Studies show that
Google gets 2 million
search queries every
minute – yes, every 60
seconds, 2 million people
are looking for something.
Sometimes that “some-
thing” is help with a messy
plumbing repair or re-
placement.

We're grateful for every
new customer we meet
whether it's on the phone
or online, and we're even

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— HOME HEALTH —

Plumbing the Mysteries of Plumbing

“Can I do this myself?” many home-owners have asked before making a call to a service professional. Sometimes the answer is “yes.” A number of jobs are brains over brawn, so if you know what you're doing, you can probably do it just fine.

For example, replacing a flapper in the toilet is not a hard job to do. But if that doesn't keep the toilet from running constantly, the next step is to replace the flush mechanism, which takes more time and more tools. And can be messy.

There can also be a direct correlation between the quality of a plumbing repair and your water bill, and then there's potential for the do-it-yourself misfire – either of which can cost you more in the long run.

So, how do you know when to call a professional? Let's look at several elements:

Time – Time is money, so before you spend this precious commodity on a home repair, ask yourself if you have the time to learn how to do it right, analyze the materials and tools needed, and purchase them from the store. Consider the frustrations that might occur.

Tools – Many home repairs take special tools. If you don't have them, do you want to buy them? If so, will you use them often – or never again?



Technology – The plumbing industry these days has introduced incredible technologies that homeowners can't possibly duplicate. For

example, does your drainpipe need cleaning? You don't have to take a plumber's word when you can see pictures yourself.

If you've got a plumbing problem and need our help, give us a call. Whatever it is, you can bet, we've seen it before – and we've got the time, tools and technology to get right to work!



— Q & A: —
YOU ASK, WE ANSWER

*Is Your Toilet the
Biggest Loser?*

Put That Greedy Fixture on a Water Diet

— IT'S ABOUT TIME —

Fall Fix-Ups for a Lush, Green Lawn in Spring

The leaves are falling, it is football season and the air is turning crisp. But that's no excuse to ignore your lawn. Now is the time to get rid of weeds and bugs, nourish the grass for Winter, and plan for a beautiful Spring.

Let the leaves be your guide.

When the leaves start to turn, it is time to fix up the lawn. When the first frost hits or the temperature drops below 45 degrees, it is too late to tackle bugs and weeds, and the problems can literally multiply for the coming Spring.

Give the lawn a Winter coat.

Apply a winterizer and Fall fertilizer, available in almost any local gardening store, to strengthen the root system and give the lawn the vital nutrients it needs to rejuvenate from the stress of Summer heat and needs to survive the cold Winter months.

Eliminate weeds before Winter.

Applying a weed control in Fall will kill weeds in the lawn and reduce the number of weeds that pop up in the Spring. Before you get started, make sure to identify the weeds so you can choose the proper herbicide.

Ban the bugs. Once the temperatures get really cold, many insects will search for shelter in your home. Birds feeding in your lawn usually indicate the presence of insects. Applying an insect control will keep your yard safe in Fall and your home protected in Winter.

Does Your Plumbing Seem a Little "Dated?"

The march of time affects everything – even your household plumbing. As design and efficiency keep steadily moving forward, don't get left behind. Let us make your dreary bathroom or kitchen your dream room with the latest technology and styles.

Call **Heidler, Inc.** at **410-268-7191**.

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The growing population is putting stress on available water supplies. Our population is growing and so is public demand for water, which has put additional stress on water supplies and distribution systems, threatening both human health and the environment.



The Culprit

According to the EPA, residential toilets account for about one-third of the nation's indoor household water use – more than 2.1 billion gallons of water a year.

— WEIRD SCIENCE —

Water Facts

- A standard garden hose can put out 20 gallons of water per minute and if mistakenly left on can waste as much as 28,000 gallons in one day.
- Poet Henry Wadsworth Longfellow was the first American to have plumbing installed in his house, in 1840.
- A leaking toilet can waste as much as 200 gallons a day without making a sound.

If your home was built prior to 1992, when the federal government began mandating low-flush 1.6 gallons per flush (gpf) toilets, your existing bathroom toilets greedily consume 3.5 gpf.

The H2O Diet

To fix this issue, the EPA developed the WaterSense labeling program, designed as a win-win – both for consumers' wallets and the environment. WaterSense will:

- **Educate the public** about smart water choices.
- **Promote efficiency** without compromising comfort or performance.
- **Save 20% more water** than current models using qualifying WaterSense toilets.

Saving water by installing high-efficiency toilets is a great way to make a local difference with a potential global effect. With this one home improvement, a family of four will save an estimated 25,000 gallons each year. So, if you want a little help keeping your water running on high and not dry, give us a call.

Get **\$25 Off** the **Best Service We Can Bring On.**

For your next plumbing repair, we'd like to make things easier on your wallet. So just clip this coupon for a **\$25** savings on your repair bill. Then call us and we'll give you our best service. Call **Heidler, Inc. at 410-268-7191.**

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— THE GOOD LIFE —

Aging Youthfully



Anyone who says that age is just a number hasn't yet discovered their first wrinkle or tried in vain to cover that "one" grey hair. Aging gracefully is a full time job – but, there is one trait that you don't have to lose as you get older.

Young Skin No Matter The Age

Botox is no longer the only option for improving or preventing wrinkles (which is great news for anyone opposed to injecting poison into their skin) – fortunately certain

foods can help solve the problem for you...

The protein in chicken, tofu, turkey and fish is a great source for acquiring youthful skin.

Thanks to the multitude of **fatty acids**, fish in particular, can lead to young, supple skin.

Vitamin C helps produce collagen in the skin and helps fight wrinkles.

Vegetables combat cell damage and the signs of stress with antioxidants.

— THE FIVE —

5 Steps to Easy Interior Renovation



Looking for a Fall weekend project? HGTVPro.com offers five solid interior renovation tips that can easily be done in a weekend.

First Impression: Brighten up and sophisticate your rooms by replacing outdated floors with clean, fresh, easy-to-maintain wood flooring.

Kitchen Face-Lift: Add value to your home by giving your kitchen a new look. Try decorating the island with beadboard.

Clean up the Bathroom: Create a pleasant rest stop by following a theme: Think beadboard paneling at chair-rail level with whitewashed wooden shelves displaying favorite seashells for a beach look.

Dine in Style: Add picture frame moulding for added style in the dining room. Below the chair rail, install round moulding pieces, cut to create a square or rectangle on the wall, and paint the frames an accent color.

A Fun Office? Customize the office by displaying photos, trophies, and other memorabilia on the walls and on the desk.

**FALL
2012**

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**Have you had your gas log unit serviced yet?
Gas Log manufacturers suggest your log be inspected once a year.
Call Heidler, Inc. today for your annual gas log check-up!**

**ONLY
\$168.95***

We will:

- Clean & inspect burners
- Clean & inspect logs
- Adjust & clean air/gas mixer
- Check pilot light/generator
- Check wiring and thermostat
- Check unit & piping for leaks
- Check log placement
- Cycle unit

*Includes \$69.00 Dispatch Fee. Does not include repairs or parts.

We recommend a CO Detector installation for all clients with gas appliances. Ask our technician for details!



Heidler, Inc.

(410) 268-7191

Through October & November 2012 Only!

(No other discounts apply.)

*\$5 OF EVERY
INSPECTION
WILL BE
DONATED TO
THE
LIGHTHOUSE
SHELTER!
OVER \$4000
ALREADY
DONATED!*

MY WORD

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more grateful for the people like you who are already our customers and have given us the opportunity to serve.

We love doing what we do – serving customers, providing quality work, standing behind everything we do and staying in touch with you after the job is done. You're the reason we're here, so let us hear from you whenever you need us.

Yours sincerely,

Steven Heidler & Mick Heidler

P.S. Be sure to check out the discounts in this newsletter. If you can't use them, pass them on to someone who can. Thanks.

— SECRETS —

Tired of knocking things over underneath the sink? Talk about the un-organized mess under there! Use this interesting and innovative tip to organize and give more space to an already limited area: Install a tension rod to hang your spray bottles. Simple but effective!



Scan this code with your smartphone for the Fall customer special!