

Simple ways to improve your home comfort, safety and value.

Spring 2011 \$3.00

MY WORD

Technology Marches On

By Steven Heidler & Mick Heidler



Hello Friends,
 “We want to start by saying thank you to the over one billion customers around

the world for their support and feedback.” That’s actually a quote from Steve Ballmer, the head of Microsoft when giving a talk not long ago.

Over one billion? He’s one of the few people who can say “billion” like he means it. Still, with probably the largest pool of customers in the world, he recognizes that it’s important to thank people for supporting you.

Well, we may not have a billion customers (yet?), but we do appreciate every one of you. So would you mind if I take a moment to say thank you? I am grateful for your business and your friendship, and I thank you for being a customer.

You know as well as I do that businesses in recent times have been working hard to keep working at all. I like to think that our

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MONEY WISE

Plunging into Plumbing Maintenance You Can Do on Your Own

Plumbing problems come in all sizes – some of which you can try to handle on your own before calling in professional help. You’ll save time and money and take pride in a job well done.

The clogged sink drain is one of those problems that can be on the “smallish” side. The preferred solution, of course, is to keep a clog from ever occurring. Pour hot water down the drain monthly as a preventive measure. This should be hotter than regular tap water; heat it on the stovetop, carry it to the sink, and pour it down the drain – and be careful!

Once a clog has been formed, check for debris or an object blocking the drain by removing and cleaning the sink pop-up stopper or strainer. If the clog’s still there, you can try a plunger.

Fill the sink with enough water to cover the head of the plunger. Coating the bottom of the plunger with petroleum jelly will help create a tighter seal.

Also, cover the overflow opening (a rag will do), and if this is a double sink, cover the second drain too.

Begin plunging up and down working the clog free. Try for 15 to 20 forceful strokes, then repeat this process two or three times if it’s still not clear.

Caution about Chemical Drain Cleaners – These can be used occasionally to clear a small clog, but routine use could cause damage to your pipes. Remember, the chemicals are very strong and should be used with care. Also, don’t use a plunger if you’ve already applied a chemical cleaner – because you could splash the chemicals on your skin or in your eyes.

If your clog still isn’t clear, just call! We’d be glad to help. In the meantime, give us a call at **410-268-7191** or email us at newsletter@heidlerplumbing.com to get our free report “*Plumbing Tips Made Simple*”.

Your Quick Call Comfort Hotline:

410-268-7191
www.heidlerplumbing.com

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Have You Heard of QR Codes?

If you've had any internet experience, you've used links that take you from one webpage to another. But now a bit of technology is changing the way you can interact with the web. If you have a phone with a camera that can access the Internet, you can now link from a physical object – say, this very newsletter – and go straight to a website. How?

The technology is called QR codes (Quick Response). The QR code looks similar to a barcode you'd see on any product you buy. Instead of straight lines, however, you'll see a square filled in with varying patterns that contain digital information. With QR codes you can receive weather forecasts, news updates, "discount" alerts or other types of info from the codes you choose to scan. **You can get started by trying out the QR code on the back of this newsletter.**

For the QR code to work, however, you'll need a QR code reader installed on your phone. That's easy. A free code scanner is available at www.neoreader.com and other locations on the web (just Google QR Code Reader from your smartphone). Once your code reader is installed and you begin scanning QR codes, you can download contact information and other details directly to your phone, making it easy to access and pocket-portable.

HOME WISE

Spring Inspection a Must for Homeowners

Once the spring season arrives, we all know it's time for spring cleaning. Veteran homeowners know spring is also a great time to give homes a checkup.

Giving a home a checkup doesn't involve sitting in a doctor's office lobby and waiting for your name to be called – although that is a *great* mental picture. Instead, it involves a few relatively easy tasks meant to ensure your home made it through the winter unscathed:

Inspect the roof.

The roof tends to bear the brunt of winter weather. If it's possible to get onto your roof, check for any worn, misshapen or even missing shingles. If getting onto the roof is problematic, a roof inspection can be conducted from the attic if you have one.

Inspect the gutters. Few people enjoy cleaning the gutters, but for homeowners, it's a springtime rite of passage. Clean gutters will

ensure proper drainage once the notorious April showers hit full swing. Make sure downspouts are sloping away from the house and carrying water away from the home's foundation.

Inspect the windows. When spring hits, check to see if your windows need to be resealed and caulked. Why? You don't want the excess pollen in the air making its way into your home – or sinuses.

Inspect your pipes.

Winter weather can wreak havoc on your

plumbing system. Have a professional (like us!) make sure that no leaks or cracks developed during the cold season. A little check up now can help prevent large (and often expensive) repairs later.

Check sprinkler heads in the yard. Check to make sure the sprinkler heads haven't moved over the winter. Make sure no sprinklers are spraying the walls of the house.



FUN FACTS

- ◆ The 'spot' on 7UP comes from its inventor who had red eyes. He was an albino.
- ◆ 315 entries in Webster's 1996 Dictionary were misspelled.
- ◆ Leonardo da Vinci could write with one hand and draw with the other at the same time.
- ◆ The first product Motorola developed was a record player for automobiles.
- ◆ One in every 4 Americans has appeared on television.

Have You Read Any Good eBooks Lately?

If you're like more and more Americans, the books you've read lately have been pulled up on a screen instead of pulled off a shelf. The eReader is a fairly new innovation, but it's catching on fast. Which, of course, means that there are lots of companies jumping on the eReader bandwagon. The Kindle and iPad are currently the most popular eReaders.

The eReaders –

Amazon introduced the **Kindle** in 2007, and it is the top-selling product on the Amazon site. That's saying something, since Amazon is America's largest online retailer. Not only that, but by mid-2010, eBooks on Amazon had outnumbered the sales of hardcover books. Why readers like it:

- The e-ink technology that's used makes the screen glareless, and reading can be done in bright sunlight as well as in your own family room (or airport terminals).
- Amazon offers a selection of over 775,000 eBooks, most of which are priced less than ten dollars.
- The Kindle itself, they say, is lighter than a paperback, thinner than a magazine and holds 3,500 books.

Amazon is not the only e-game in town, however. The **Nook** from Barnes & Noble provides access to over two million books that can be downloaded wirelessly in seconds.

The **Sony Reader** is another option.

The iPad – The iPad is the newest in a string of Apple products designed to get the company's fingers in every area of the digital world. There's a reason the company's devices are so popular:

- With the iPad, you can download a free **iBook application** that comes with an iBookstore offering thousands of downloadable books.
- Instead of e-ink technology, the iPad

has an **LCD screen**.

- The iPad functions as a **mini laptop** as well as an eReader.

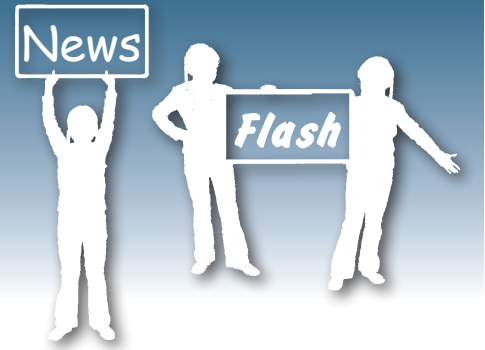
The phenomenon is based on the benefit of having a large library of books at your disposal. It's convenient and portable. Long battery life keeps you mobile, and you can share books with friends who use the same device.

To learn more about the pros and cons of different features, a Web search for "eReader reviews" will turn up many tips to help guide your selection.

you can share books with friends who use the same device

"Quotable"

Be at war with your vices, at peace with your neighbors, and let every new year find you a better man. – Benjamin Franklin



Sunny Days Ahead? Be Prepared

With the days becoming warmer, spending time in the sun can be inviting. But you'd be wise to approach that big ball of fire with caution. The National Health Information Center certainly thinks so – because protecting your skin from the sun can help prevent skin cancer.

Most skin cancer appears after age 50, but damage from the sun can start during childhood. So, take precautions by following the Center's recommendations:

- **Stay in the shade as much as possible between 10 a.m. and 4 p.m.**
- **Cover up with long sleeves, a hat, and sunglasses.**
- **Use sunscreen with SPF 15 or higher.**
- **Wear sunscreen even on cloudy days.**
- **Put sunscreen on 30 minutes before you go outside.**
- **If wearing very light clothing, put sunscreen on underneath.**
- **Apply every few hours and after you swim or sweat.**

Children don't have to be at the pool, beach, or on vacation to get too much sun. Their skin needs protection from the sun's harmful rays whenever they're outdoors.

MY WORD (...from page 1)

“secret” is that we know who matters most: our customers. Serving you is the reason we’re here. So please let us know how we may be of help.

Is your plumbing system showing signs of age? Give us a call, and we can talk about

HomePoints

To conserve water, wash your fruits and vegetables in a pan of water instead of running water.

ways you can improve efficiency, as well as comfort and convenience.

Plus, an inspection of your plumbing can help make sure it’s ready for increased water use in the warmer months too. Just call.

Looking forward to seeing you soon.



Steven Heidler & Mick Heidler

P.S. Please check our special offers on this page. Hope they’ll be something you can use, but if not, feel free to pass them on to a friend or neighbor.



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

Need to Undo What the Do-It-Yourselfer Did?

We know how it is. All you have to do is jiggle this, juggle that... and *voilà!* It’s worse than before. A question crosses your mind: “Now what do I do?” The answer is simple. Call us, and we’ll send out one of our trained professionals.

We’ll re-do what your do-it-yourselfer did – and help you out of your plumbing mess as quickly as possible. Just give us a call.

Heidler, Inc. at 410-268-7191

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Have you SEEN what you’ve been drinking?

If your water isn’t properly filtered, you could be enjoying a tall glass of sediment with your dinner. The buildup in your water can affect taste and cleaning power. But there’s a solution. Call **Heidler, Inc. at 410-268-7191** and ask about water inspection and filtration options.

GET 25 BUCKS OFF THE BEST SERVICE WE CAN BRING ON.

When you need a repair on your plumbing system, you’re already not having a good day. So we’d like to make things easier on your wallet. Clip this coupon for a **\$25 savings** on your repair bill and give us a call.

Our repair professionals will work to get your plumbing problem solved in no time. So give us a call, and we’ll give you our best service as quickly as we can.

Heidler, Inc.
410-268-7191

\$25

(We recommend cutting this out and putting it on your refrigerator. Just a thought!) **Must be presented at time of service. Not to be combined with other discounts or coupons.**

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208 N. Taylor Avenue
Annapolis, MD 21401
www.heidlerplumbing.com

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If your mailing address is not correct, please call us!

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