



New TV Ad Campaign From HVAC Contractor Kenmark Air Showcases Utility Savings For Homeowners Up To \$850 Per Year

Kenmark Air Television campaign introduces Aeroseal, a groundbreaking technology offering homeowners up to 50% savings in energy bills and backed by the U.S. Department of Energy. This patented duct repair technology seals up to 95% of duct leaks in your average home and even has a 10 year WARRANTY to back it up.

([PRWEB](#)) February 29, 2012 -- Kenmark Air, a longtime Southwest Florida HVAC heating & cooling contractor is introducing a television campaign to convey the message that duct leaks in your attic or crawl space can contribute to significant increases in your utility bill.

The campaign, created by AD Marketing & Communications - a Fort Myers based agency, in conjunction with Dreamtime Entertainment, debuted in Southwest Florida this month with two 30-second commercials, including two 15-second spots and two 10-second spots that will appear through the the region's TV station affiliates. The campaign introduces SW Florida home and business owners to a state-of-the-art product guaranteed to slash energy bills and purify indoor air. "Duct leaks are costing you more than you think," says President and CEO of Kenmark Air, Ken McDaniel.

Kenmark Air Cooling and Heating is the exclusive SWFL dealer of the [Aeroseal](#) Duct Sealing Technology. According to McDaniel, The [Department of Energy](#) has proven results that this product saves homeowners up to \$850 dollars every year on home heating and cooling costs!

Kenmark Air HVAC technicians have been trained and certified to perform the technology rated by the [DOE](#) and cited by Aeroseal as "one of the most beneficial technologies available to American consumers that has come out since the agency was created."

McDaniel explains that on average, 30 cents of every \$1 you spend on heating and cooling your home or building disappears into thin air due to leaky ducts. That's why Kenmark technicians perform "[whole house diagnostics](#)" tests, an energy audit that goes way beyond the typical review, identifying problems at the root-cause and prescribing solutions based on building science. Kenmark's technicians are certified and accredited by Aeroseal, the Building Performance Institute and Indoor Comfort Institute.

All homes have duct imperfections allowing air to escape throughout the home. Some air is laden with impurities causing excess dust and allergens, resulting in a general deterioration of inside air. Leaks can also cause air to be distributed unevenly through the home. The Aeroseal process detects even microscopic leaks in air duct systems sealing them from the inside through a computer-controlled injection of aerosol mist particles.

The television campaign features McDaniel describing symptoms of unhealthy air and inviting home and building owners to call Kenmark Air Cooling and Heating for a free [in-home evaluation](#) on how Aeroseal works to improve indoor air quality and save money on utility bills.

Aeroseal was featured in "Top 100 Best New Products" list of This Old House magazine. The technology also won the "Best of What's New" award from "Popular Science magazine, as well as an "Energy 100" award from the U.S. Department of Energy (DOE).



About Kenmark Air:

Kenmark Air is a leading Heating & Cooling authority providing reliable HVAC service for residential and business customers. CEO & President, Ken McDaniel has earned professional credentials for "whole house diagnostics" from certified institutions such as BPI and Comfort Institute to provide customers with an innovative approach to achieving safe, healthy, clean and affordable in-door air quality to make your environment more comfortable and cut utility bills. Kenmark Air is proud to have relationships with industry vendors like Carrier, Rheem, Frigidaire and many more. Please visit <http://www.kenmarkair.com> to learn more.

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