

Cut Your Home Heating Bills in Half

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Marathon International

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MISSISSAUGA, ONTARIO, September 7, 2003 – Canadian homeowners can cut their monthly gas bills in half, and sleep better – even with a heating system hidden in the back of the master bedroom closet.

The Baxi Luna wall-hung boiler is a quiet, compact system that serves as a combination heating and hot water system. In the face of uncertain energy pricing, this revolutionary home comfort system is becoming an increasingly popular alternative for energy cost-conscious and environmentally concerned homebuilders and homeowners across Canada. No bigger than a small kitchen cabinet, the Baxi Luna measures 30 inches high, 18 inches wide and 14 inches deep. This compact unit frees up valuable living space, and can cut monthly domestic utility bills by up to 53 per cent.

Mike Thomas, president Marathon International in Mississauga, is the exclusive North American distributor of Baxi products. He says people are also amazed when they first see both the size and the power of the Baxi Luna. Developed in Europe, it has been customized to meet American and Canadian standards, and is fully approved by the Canadian Gas Association and the American Gas Association. Baxi has also earned the coveted ISO 9001 quality management system standard, and the 14001 environmental management system standard.

"I like the efficiencies of European hydronic heating products like Baxi, and I am encouraged that 85 per cent of the households in Europe are heated by boiler systems like this," says Mike Thomas. "When we acquired the exclusive North American distribution rights for this revolutionary product six years ago, I knew we would grow confidence over time. Clearly, with energy prices soaring, the time is right for Baxi Luna."

Fired by gas or propane, the Baxi Luna eliminates the need for both a furnace and a hot water tank. It operates with a "sweet spark" and soft light burner technology that ensures silent operation and a gradual lighting of the flame. A continuous electronic flame modulation regulates the flame of the burner to the output needed by the user. This is the key to the Baxi's quiet operation and high efficiency.

"The Baxi's fully modulating ability only supplies the BTU's needed to keep the home in its comfort zone. This is why real savings are achieved by Baxi owners," notes Mike Thomas. "Plus, as a combination heating and hot water system, it can generate big savings on your heating and hot water bill. The unit makes absolutely no noise. It takes up such little space, and it can heat a 3,000-square-foot home."

To learn more about the Baxi Luna wall-hung boiler, visit www.wallhungboilers.com

Baxi solves Banff Gate heating mystery

Last year, George LaBrash of George's Plumbing & Heating in Airdrie, Alberta discovered the Baxi Luna while visiting Sinclair Supply's Calgary's showroom. He was in search of a heating and hot water solution for a customer who was building a 58-unit, time-share condominium project in Canmore.

"My customer had a project of 58 ski chalet units, each measuring 800 square feet. Since space was at a premium, a conventional furnace and hot water tank system was just too big for the units," says George LaBrash.

The sales staff at Sinclair, the Western Canadian distributor of Baxi products, excited George with the possibilities of the Baxi Luna. George immediately decided to team up with Sinclair to win the confidence and the business of the Banff Gate project in Canmore.



Baxi Luna boiler is small but mighty, cutting monthly gas bills in half -- Marathon International president Mike Thomas of Mississauga says a Baxi Luna wall-hung boiler is so quiet, many home builders save valuable living space by installing it in master bedroom closet. The combination heating and hot water system can also cut monthly domestic utility bills by up to 53 per cent.

"The next day, I returned to Sinclair with the builder of Banff Gate Mountain Lodge and was able to show him the Baxi Luna in operation," says George LaBrash. "The Baxi Luna grabbed his attention right away – notably, its whisper-quiet operation, its space saving and operating capacity features. So, he asked me to get to work and create a customized Baxi Luna solution for each of the Banff Gate Mountain Lodge units."

With the immediate help of Sinclair's Bill Oakes, Quin Randolph and their engineer consultant, George LaBrash was able to show up at the builder's offices the very next day and present a complete set of blueprints that showed how Baxi Luna would quietly and efficiently supply all of the heating and hot water for each of the project's 58 ski chalets. The blueprints showed the unit could be installed simply in the back of each unit's master bedroom closet.

Teamwork is key to Baxi success

"The Sinclair Supply team was able to respond overnight to a problem that had stumped two sets of engineers for more than three and a half years. They helped me win the business," he says. "Moments after I showed him the blueprints, the builder blew my socks off when he asked me, 'When can you start installing?'"

One month later, George LaBrash and an assistant installed and fired the project's first 10 Baxi Luna boilers in just one day. His one-day record for Baxi installations is 12, and service calls are rare.

"First-time visitors to Banff Gate have a difficult time finding the unit's heating source, and the last place they would look is in the master bedroom closet," says LaBrash. "People are always asking why there's no chimney on top of the ski chalet. They are amazed to learn that a small four-inch vent on the side of the building replaces the need for a chimney.

"It's exciting that the Baxi Luna does all of the heating and the hot water, and it can be used with any type of air handler, wall or baseboard radiator, or in-floor radiant heating system. It makes everyone a believer in the power of hydronic heating," adds George LaBrash.

Marathon's Mike Thomas says there is always an initial reluctance to accepting any new revolutionary product. But he believes it is just a matter of time before the Baxi Luna is as popular in North America as it is in Europe.

"On top of generating space savings and utility bill cost cutting for homeowners, mechanical contractors are delighted to know that they can install a Baxi Luna in less than two hours," says Mike Thomas. "Plus, they can replace any part in less than 10 minutes.

"Baxi distributors like Sinclair Supply in Calgary are key to our success in growing trust and confidence. Clearly, the Banff Gate Mountain Lodge project was won largely because the Sinclair team helped George LaBrash come up with the right solution overnight, by putting together an exciting package and compelling blueprints for action."

To learn more about the Baxi Luna wall-hung boiler, visit wallhungboilers.com

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