

Thanksgiving Closure

We will be closed on Thursday, November 26 and Friday, November 27 to give thanks with our family and friends. We will resume normal business hours on Monday, November 30. From our family to yours, wishing you a joyful holiday weekend!



Did You Know?

- The first Thanksgiving in 1621 was celebrated for three days.
- The first Thanksgiving feast was made up of lobster, chestnuts, onions, leeks, dried fruit, cabbage, carrots, chicken, rabbit, honey and maple syrup, and other items.
- It wasn't until the 1660s that the harvest feast became an annual affair.
- In 1863, Abraham Lincoln declared the last Thursday in November to be the national day for Thanksgiving.

Join the conversation  

In The Loop is a publication for customers, distributors, contractors, and friends of Infloor Heating Systems; a division of Infloor Sales & Service, Buena Vista, CO. www.infloor.com.

Meet Infloor's New National Sales Manager

We are thrilled to introduce our newest team member, Jerry Brandimarte, Infloor's new National Sales Manager. He joined our team last week, on a mission to spread the word about our company, products, solutions, and the benefits of all. Jerry comes to us with over 40 years of service in the plumbing, heating, and HVAC industries, with extensive experience in sales, management, leadership, training, and business ownership.

Don't be surprised if you get a call from Jerry, he's eager to get going on his goals. "I'm looking forward to letting every contractor, wholesaler, builder, engineer, homeowner, or any person who will listen about the benefits of Infloor Heating Systems," he said. "I also want them to know we provide project support from beginning to end; from planning, design, product delivery, installation, and system operations."

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Infloor Talks to ACHR News & Reeves Journal

Infloor President, Michael Willburn, recently talked with Nick Kostora of ACHR News about the important factors for hydronic prospects, and more. The big question for most contractors is whether hydronics will be a viable addition to their businesses, especially considering first-cost obstacles that may seem too steep to overcome.

"The transition to hydronic heating from HVAC is quite easy, in my opinion," said Michael. "We are still performing heating and cooling calculations before a project starts. Whether you're moving air or water, many of the same laws apply. Many of our HVAC customers have made the

transition to hydronics and continue to do both HVAC and hydronics in many parts of the country due to the need for cooling."

Michael also talked to Allison Deerr of Reeves Journal about the benefits of Electric Cable radiant heating.

"Electric cable is still a great product for small spaces like bathrooms, kitchens, and entryways. It also is a great choice for anywhere tile, marble, and stone surfaces are used," Michael shared.

Check out the articles at: www.infloor.com/news

Meet Infloor's New National Sales Manager Continued

Jerry's first order of business will be going back through Infloor's customer list and contacting industry professionals. His message is simple, "We serve our customers beyond their expectations," he shared. And while that may be a tall order, it is a practice Infloor has always followed, making Jerry a perfect fit. "Service with integrity are not just two words that sound good," he said. "It is a way of life that goes right to my core."

Jerry earned a Bachelor's Degree in Marketing and Business from the University of Maryland, and attended Lincoln Technical Institute for a certification in HVAC. He is licensed as a master plumber, sub-code inspector, and more. Jerry is also a veteran of the United States Army, actively serving from 1973-1979, and continued to serve his country as an Army Reservist until 2004.

Jerry currently lives in Colorado Springs, CO. In his spare time, he enjoys playing golf, off-roading, and walking with his wife and their yellow lab, which they fondly named Coors Lite.

We couldn't be happier to have Jerry on board as a valued member of our team. We invite you to welcome Jerry too,

and let him know how he can help you. He will be traveling the nation, and may be coming to your town soon. Let him know if you'd like a visit and a presentation on the many benefits of radiant heating, and which solutions would be best for you.



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Understanding Insulation R-Value

R-value is a measure of thermal resistance or the resistance to heat flow, which is a way of indicating insulation's ability to stop heat from moving through it. The higher the R-value, the greater the insulating power.

Heat moves in three ways: conduction, convection, or radiation. R-value addresses conduction: the transfer of heat through a material (your walls). Insulation is labeled by total R-value. Two factors determine that number: the thickness of the insulation and the insulating ability of the material. For example, fiberglass

of the same thickness can differ in R-value because of their different densities.

Generally, walls have insulation rated at R-19, and the roof should be R-30 or R-40. However, you can kick that up a notch and shoot for the higher standards by the Passive House Institute US set at R-30 for walls and an R-60 for the roof.

Proper insulation can reduce your heating and cooling costs by 30% and may be eligible to receive a federal tax credit.

