

# Hutchinson: Rich family history and superior service

It started with \$35 in a cigar box and stubbornness only recognizable to the American Dreamer. Since the post-WWII era, the family of George Hutchinson Sr. has been serving the plumbing, heating and cooling needs of South Jersey and surrounding areas. Today, Hutchinson is still a family-owned business that prides itself in being a leading HVAC company in the area. As years turned into decades, this local legacy company grew its service offerings, reflecting a deep understanding of its customer's needs and changing technologies.

For the past six decades, Hutchinson has been focused on growing to be one of the leading, most experienced HVAC companies in the area. As the company grew over the years, its look and message changed. Recently, the team at Hutchinson decided to refresh the company's brand once again. Hutchinson knew it wanted its brand to reflect the expertise it provides every day to make customers' homes and businesses more energy efficient and comfortable. Hutchinson partnered with Tag Strategies, a strategic brand development firm headquartered in Philadelphia. As two local companies with a decades-long footprint in the area, Hutchinson and Tag set out to create a brand that reflected Hutchinson's rich family history and superior expertise.

Through a discovery process with the Hutchinson team, it became clear that very few HVAC companies earned the number of industry awards and certifications as Hutchinson. Among them being inducted into Carrier's 2016 Hall of Fame, which only 28 HVAC business leaders have



**HUTCHINSON PLUMBING,  
HEATING AND COOLING**  
621 Chapel Ave. Cherry Hill, NJ  
(866) 953-8728  
info@HutchBiz.com

been awarded since the program's inception in 2007. Hutchinson also won Carrier's Presidents award 8 consecutive years, which only .002 percent of all HVAC companies in the United States have achieved. Another elite attribute is its designation as a top, certified contractor in the Home Performance with Energy Star and New Jersey Clean programs.

But beyond the certifications and designations, Hutchinson is a company with a heart, pursuing greatness every day. It cares deeply about its employees, and the community, and strives to inspire everyone to be the best they can be.

When rebranding, Hutchinson knew that the company needed to make a strong statement and stand behind it. The company's new look and new promise to be "Expertly better" is propelling the company forward into a new age of HVAC. The company's commitment to providing excellence to its local communities is as strong as ever — and they still keep that cigar box to remind them of it.

*Source: Hutchinson Plumbing Heating and Cooling*

# Simple warm weather tune ups for your home

Are you revved up for warmer weather? Just as you'd tune up a convertible to drive you into the summer sunshine, now is the time to perform routine maintenance on your home so it's ready for the hottest months of the year.

Use this summer maintenance checklist to get your home in tip-top shape both outdoors and indoors — and to avoid repairs down the road.

## DO AN OUTDOOR INSPECTION

Walk around the outside of your home and check for peeling or cracking paint, then patch up the spots to avoid wood rot later on. Inspect your gutter system to see if it's in good shape or it needs repair. Take a look at your lawn-watering hoses and faucets, and replace as needed.

## READY AIR CONDITIONING UNITS

While you're outdoors, remove any debris from the fan area in the outdoor central air conditioning unit, ensuring that it runs efficiently. If you have window air conditioners, remove the covers and change the filters.

## CLEAN YOUR INDOOR AIR

As much as you love the warm summer air, it can also trigger allergies so this is a great time of year to install an indoor air cleaner. American Standard's AccuClean Whole-Home Air Filtration System can remove up to 99.98 percent of airborne particles and allergens such as pollen, dust mites, mildew, pet hair and dander, fungus and bacteria from the filtered air, so everyone in your home can breathe easier.

## CONTROL INDOOR TEMPERATURES

Don't place lamps, TV sets and other heat-producing devices beneath a wall-mounted thermostat, as rising heat from that equipment can cause your air conditioning unit to overcool the house. Locate the thermostat on an inside wall, where it's away from windows and doors that give it direct

sunlight. People also generate heat, so if you're planning to host a party, this is the perfect season to get everyone out of the house and onto the deck for a barbecue.

## REDUCE HUMIDITY

Infiltration of humid outdoor air can be your heating and air conditioning system's worst enemy, eating up excess energy to keep you cool. Find the places where air can sneak into your home, such as around the foundation, the entrances to doors and windows, and plug them with caulking, weather stripping or plastic. To further reduce humidity, make sure appliances that produce moisture, such as clothes dryers and dishwashers, are properly vented to the outside.

*Source: Energy.gov*

