

D+K Heating
(cont'd)

Save money? Great, you say. Help save the environment at the same time? You bet.

That puts you and D&K Heating and Air Conditioning on the same wavelength.

"We like to think of ourselves as efficiency experts," explained Bob McMullen, a partner in the business with founder Ben DeBruyn. "The majority of the products we carry are all environmentally sound products because they all have high efficiency."

These days that means things like ground-source heat pumps, which extract natural heat from the earth or ground water to heat a home and water -- a method four times more efficient than an electric furnace, McMullen says. "For every dollar that you pay to heat your house you get \$4 worth of heat out of it."

(D&K carries the Water Furnace line, "highest-rated on the market today.")

It also means things like the top-of-the-line Lennox Pulse furnace, which he says can provide savings of 40 to 50 per cent over standard gas furnaces.

And it means a growing focus on wood heat, in both fireplaces and wood stoves. "We try to promote that if you're going to cut down a tree to burn, it should be burned for heat," he said.

All these things and more are being showcased to better advantage now with D&K's May 1 move to a 9,000 square foot location in the Belleway Mall, one mile north of Highway 401 on Highway 62.

It's the business' fourth location since DeBruyn established it in a Stirling garage in 1985 -- and it is growth-driven,

like the other moves to Albion and Coleman streets.

"The business from the very beginning has doubled each year in sales volume," says McMullen, a former Lennox territory manager who signed on as DeBruyn's partner in March, 1989, impressed with both growth and potential.

"We are now at the point this building (the old Canadian Tire site on Coleman) cannot accommodate our staff and our future plans of developing."

One-third of the new location's vast space will be devoted to a fireplace and appliance and barbecue showroom, he said; the rest to storage and a sheet metal shop for custom duct work.

D&K Heating and Air Conditioning has some 20 employees -- one of whom is

there primarily to ensure customer satisfaction; 15 vehicles on the road; and three radio-dispatched 24-hour service vehicles.

It also is affiliated with several highly regarded professional organizations -- such as the Canadian Wood Energy Institute, Canadian Earth Energy Association and Canadian, Ontario and Quinte home builders' associations -- which certify them as installers and help keep them current with changes in codes and technology through updated training.

They are also a certified R2000 heat recovery ventilator (HRV) installer -- putting them a step ahead of the Ontario Building Code regulation that will make HRVs a necessity in new homes by 1995 to ensure efficient air change and better quality air.

"We really do try and strive for quality," McMullen says. "We're certainly not perfect, but we're getting better."



Diane McMullen decorates.

The Intelligencer
May 4, 1991