

# These 'cold war weapons' can save you money

The frosty touch of winter is just around the corner and Canadians are stocking up on weapons for our annual cold war.

Manufacturers of snow shovels, snow blowers, insulation products and salt are struggling to keep up with the demand from people remembering last winter — the coldest in decades.

Insurance companies are bracing for another onslaught of claims. Last year's weather-related damage was described as a mini-catastrophe by a spokesman for Toronto-based State Farm, which paid out \$4 million in one week last January after receiving 800 claims averaging \$4,000 to \$5,000 each for damage from frozen pipes.

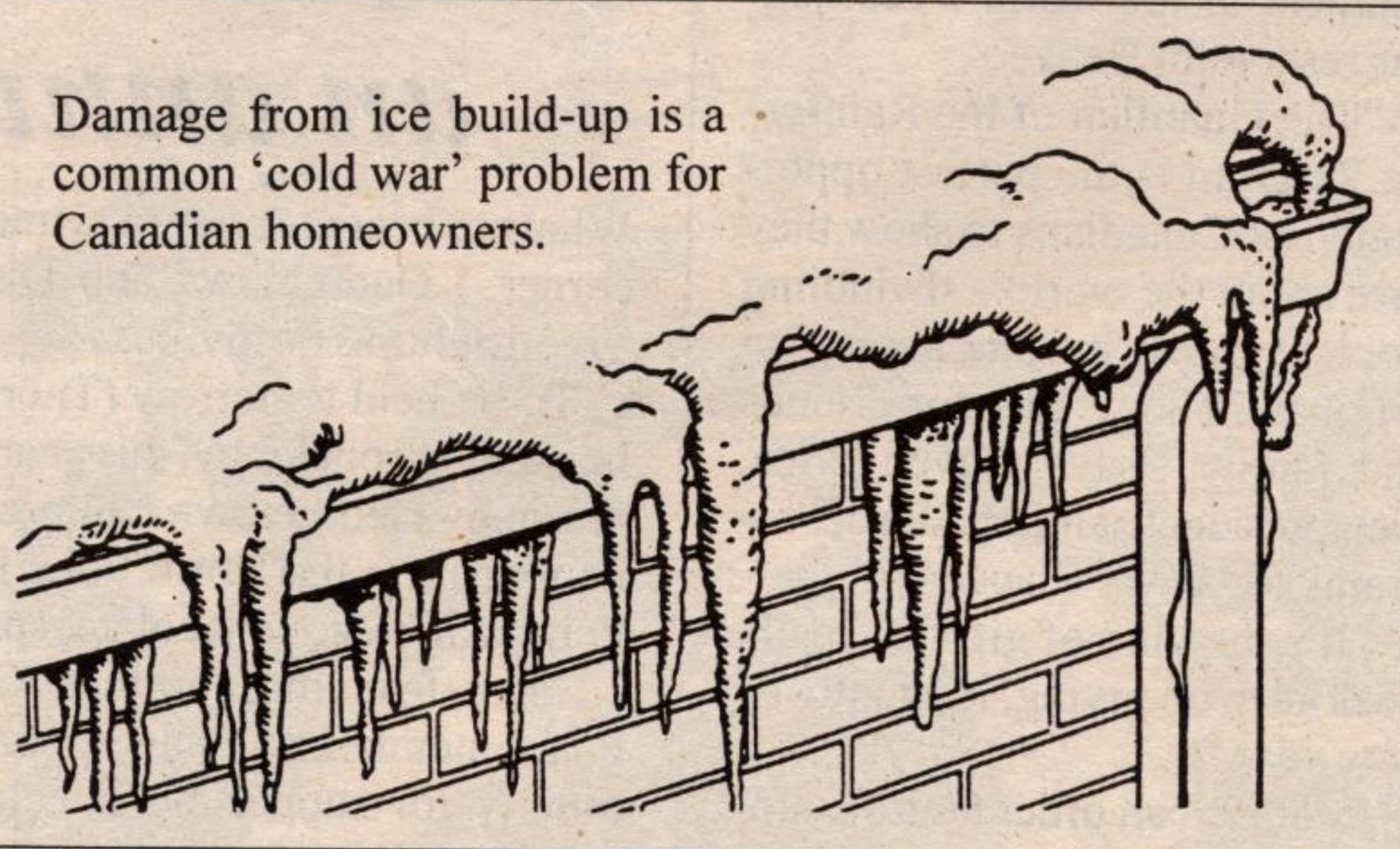
Royal Insurance reported that burst water pipes claims last January climbed to \$2 million from \$800,000 a year earlier.

If you are a homeowner, you can avoid a lot of cold weather damage — and claims on your insurance — with a modest investment in Canadian-made freeze protection products.

You can prevent damage to your roof and eavestroughs, for example, with a heating cable that prevents the buildup of ice that can lift roof shingles and let water seep inside your house.

Made by Heron Cable Industries in Waterloo, the cable is available with a control which turns the

Damage from ice build-up is a common 'cold war' problem for Canadian homeowners.



cable on automatically when temperature and moisture combine to cause a potential problem.

You can install the cable yourself or get a contractor to do it.

If you have water pipes that are susceptible to icy winter blasts, you can stop them from bursting by running a length of Heron's electrical heating cable along the exposed area. A built-in thermostat turns the power on and off as needed.

If you depend on an outside water source, there's a heating cable which runs inside the pipe and keeps the water running. It's ideal for cottages, farm buildings or any locations where the water line could freeze.

Then there's the ultimate luxury — a driveway that doesn't need shovelling. Heron makes electric

heating mats which are installed under asphalt or concrete driveways to melt snow and prevent ice buildup.

Tom Richards, marketing vice-president of Heron Cable, says the mats are usually bought for parking garage ramps, loading docks and wheelchair access ramps, "but we're getting a lot more interest from homeowners."

As a personal indulgence against cold bathroom floors, why not add the cosy comfort of under-floor heating?

Heron's specially-made electric heating cable can be installed directly on plywood under ceramic tile and marble floors in bathrooms, kitchens and entrances. A number of control options are available to ensure economy and comfort.

Tom Richards says the floor

warming system is an economical add-on in both new homes under construction or as part of a renovation project.

Heron Cable Industries sells its Sentinel and Easy Heat freeze pro-

tection products through leading hardware retailers and electrical and plumbing distributors across Canada and the United States.

For more information call Heron Cable Industries at 1-885-2850.

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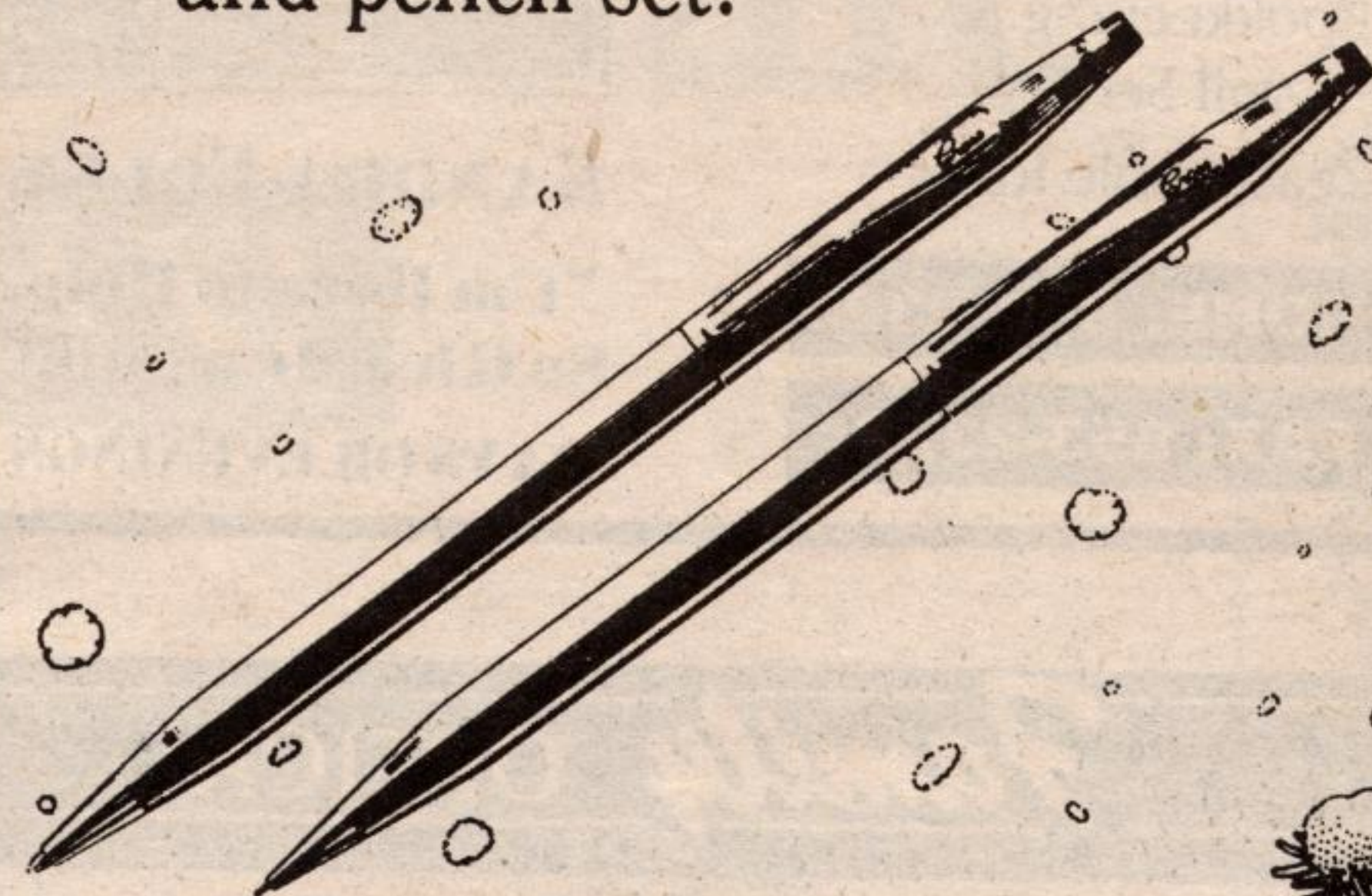
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