



HOOPER CORPORATION

LIVE, SLEEP AND BREATHE EASIER

Home improvements come in a variety of forms that often enhance the physical beauty of your house, yet sometimes the wisest investments are those not seen, but felt. Is your home too cold in the winter or too hot in the summer? Is the quality of air you breathe the best that it can be? Investing in a premium heating, ventilation and air-conditioning (HVAC) system not only improves overall comfort and temperature control, it also increases energy efficiency and provides substantial savings to your monthly gas and electric bill. As temperatures begin to drop, now is a

“Our service professionals help clients improve the quality and comfort of their living environments in less visible ways with a variety of options to fit their budget.”

— BRAD WERLEIN, VICE PRESIDENT,
HOOPER CORPORATION

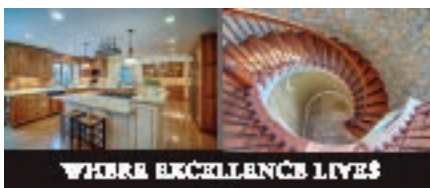
great time to make sure your system is in top shape for winter in Wisconsin.

Hooper's HVAC Service Division, formerly known as General Heating and Air Conditioning (GHAC), has been providing these home comfort improvements for more than 75 years.

“When people think about remodeling, they often focus on visual updates like new paint colors, cabinets or flooring,” says Hooper Vice President Brad Werlein. “Our service professionals help clients improve the quality and comfort of their living environments in less visible ways with a variety of options to fit their budget.”

As a homeowner, the best way to ensure your HVAC system is working at peak performance is to schedule an annual safety check and precision tune-up. Hooper's Home Comfort Program provides routine maintenance and discounted priority service to increase efficiency and reduce or eliminate costly repairs. The free program's cost savings can really add up over time, plus members receive \$50 accrual savings each year of membership toward a new furnace and air conditioner.

In addition to quality HVAC service, residential customers can also benefit from Hooper's professional plumbing expertise, thanks to its newly expanded service division. For more than 25 years, Hooper and GHAC have worked together on both residential and well-known commercial projects such as Epic and Overture Center. In November, the two companies combined on one new campus under one unified brand: Hooper. For more information on HVAC and plumbing services for your home or business, visit hoopercorp.com. •



COLONEL HAMMER
#HAMMER

LUXURY PROPERTY SPECIALIST



BARBIE MURAWSKI

908.422.2920

barbie-murawski@bauccess.com

bmurawski@bauccess.com

SOUTH CENTRAL WISCONSIN

International Exposure. Local Expertise.



director of residential sales, explains: “The popular sizes and colors of hardwood floors change and evolve with the times, so you may want to look for something that is more timeless than trendy. Currently, the style is wider and longer boards in lighter shades of blond or honey-colored wood.” However, luxury vinyl plank and laminate wood looks provide all the beauty of hardwood with more durability and water-resistant properties for active households with kids and pets. In other words, you can get the classic hardwood look that increases the value of your home without worrying about scratches or other damage.

Think of your floor renovation as a way to create spaces that have flexibility and multifunctionality. With more people finding themselves at home, many have realized that certain spaces need to have dual functions, says Fickling: “For instance, the dining room area may become a classroom. This explains the continued preference for wood looks in laminate and vinyl. Households realize that multifunctional spaces need durable, scratch-resistant, yet beautiful floors.” If you want to usher in a touch of softness, “It’s easy to add in a custom area rug,” says Fickling. “Soft and tactile materials are now as important to homeowners as a natural color palette.” One of FLOOR360’s specialties is custom carpet stair runners. “Don’t miss out on an opportunity to create a design moment in your home.”