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For Immediate Release
January 1, 2008

HOLTKAMP SIGNS WJF MARKETING GROUP
HVAC Company Pursues Innovation Both in Customer Service and Marketing

Holtkamp Heating and Air Conditioning, Inc. announced that it has retained Atlanta's WJF Marketing Group to guide the company's marketing and public relations.

According to company CEO Matthew Holtkamp, the decision reflects the company's desire to create stronger awareness of the company's innovative customer service.

"We've always worked hard to do things for customers that other HVAC companies might not bother with," said Holtkamp, "and we wanted a marketing company that brings that commitment into the public eye."

Holtkamp said his team chose WJF after reviewing that firm's unique approach to marketing. WJF focuses on educating customers and the public with specific, detailed information, he noted. "We liked this approach, because it avoids the hype and generalities that makes so much marketing sound alike."

According to Holtkamp, his company differentiates itself on customer service, and he is looking to WJF to do "a bang up job of telling our story." For example, Holtkamp noted that his service technicians and installers complete more than 450 hours of ongoing training each year. His firm also requires that all of their technicians be certified by North American Technician Excellence (NATE), which Consumer Reports cites as "a plus" for anyone working on HVAC systems.

Holtkamp said his team has "daily discussions" about how to improve customer service. And, it's not unheard of for a Holtkamp employee to answer the phone after hours, or to be on a first name basis with customers. "This," said Holtkamp, "is all about trust and going the extra mile."

Holtkamp is a certified Trane Comfort Specialist dealership with more than a 97% customer satisfaction score. The company's knowledge about air conditioning and heating extends well beyond that of the most HVAC contractors because the entire employee staff has undergone exhaustive schooling at the Comfort Institute Building Science Training center.

Buford-based Holtkamp is licensed by the State of Georgia and is a member of the Gwinnett Chamber of Commerce, ACCA (Air Conditioning Contractors of America), CAAG (Conditioned Air Association of Georgia) and the BBB of Greater Atlanta.

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For more information on Holtkamp Heating and Air Conditioning, see the company's web site at www.holtkamphvac.com or call (770) 271-7511. For information on WJF Marketing, contact Bill Fisher at (770) 614-0025 or visit www.wjfmarketing.com.