

COLUMBUS marketplace

CONNECTING PEOPLE AND BUSINESSES IN CENTRAL OHIO | CALL 614-461-8831 TO ADVERTISE

Success Stories

Advertising in Columbus Marketplace works. Here is what just a few of the program's participants have had to say:

Booked Solid

"Thanks for getting us in at the last minute. The counter-top article had a major impact. We have had 12 people in the showroom since Tuesday, all booked on-site estimates or jobs. The phones have been slammed since Tuesday, and we have booked 15 additional estimates other than those who came to the showroom. It also reinforced previous estimates and those people have been calling to book their jobs!"

— Emily G. Sayles, Miracle Method

Significant Response

"The Columbus Marketplace articles have been an important part of our marketing strategy for more than 20 years. We kick off all of our important promotions and events with a Marketplace article. We always enjoy significant response with increases in store traffic. The article allows us to convey our message better to our potential customers because the editorial nature of the article has more credibility than an ad. The article has motivated many to come in."

— Fred Heer, Lombards

Tuesday Phone Calls

"Columbus Marketplace has been a great way for us to get out information to our existing customers and to our potential customers. We have used the articles to introduce new products, employees or just 'toot our own horn.' I really appreciate your time and energy in writing our articles. The photos always draw the readers in, and it is very helpful that it is another included benefit, so I don't have to arrange for photos myself. I always appreciate the reminders you send at least a week before the article deadline. Customer testimonials you include in the article really help reinforce what we do. The phone definitely rings more on Tuesdays."

— Philip M. Favret, Favret Heating & Cooling

Unique Marketing Vehicle

"I have worked very closely with Faye for the past few years in writing articles that gave our company exposure as well as business. We as a company have approached other newspapers all over Ohio to promote the same features as in Columbus Marketplace — but to no success."

— Don W. Doll, Golden Giant

Columbus Marketplace worked for these advertisers. And it will work for you, too. Call Faye at 614-461-8831.

S.G. Loewendick & Sons changes landfill name to reflect company's recycling efforts

S.G. Loewendick & Sons recently changed the name of its Frank Road C&D landfill to Frank Road Recycling Solutions. During the years as the company continued to recycle more debris that was pulled out of its construction projects, the name "C&D landfill" not only became outdated but also was an inaccurate description of its function.

"We used to be a landfill that recycled a few things," explained owner Dave Loewendick. "Now we're a recycling center that landfills a few things."

Years ago the company would typically recycle between 15 percent and 20 percent of the materials pulled from a construction job. As the company uncovered new markets for recycled products, that percentage jumped to 50 percent to 60 percent. In other words, less construction debris is being sent to the landfill.

"The challenge for us is finding usable markets for the recyclable materials during this recession," Loewendick said.

Although the total amount of debris the company is pulling is down due to the economy, it is still pulling a higher percentage of recyclable material overall.

"Despite the economy, we're still up about 20 percent in recyclable materials from 2008," said Ken Pennington, operations director for Frank Road Recycling Solutions. "Forty percent of the volume comes off of LEED projects."

The LEED (Leadership in Energy and Environmental Design) program certifies building construction based on criteria that the United States Green Building Council sets, which includes recycling of all types of materials.

Frank Road Recycling Solutions strives to keep the environment clean by diverting materials from the landfill and by adhering to EPA guidelines. "We want to be a good neighbor," Loewendick adds. In fact, the company recently



Frank Road Recycling Solutions strives to keep the environment clean by diverting materials from the landfill and by adhering to EPA guidelines.

purchased a GMC hybrid truck to use in its day-to-day business.

The company's current project is the demolition of the former Columbus City Center building. Loewendick anticipates getting 90 percent recycled materials out of the three-story mall.

What types of construction materials are recycled? Materials such as wood, glass, steel, cardboard, concrete — anything that is a "clean" product, Pennington explained. In the past year, Loewendick & Sons recycled the following:

- Wood — more than 150,000 lbs.
- Steel — more than 3,500,000 lbs.
- Cardboard — 150,000 lbs.
- Fluorescent bulbs — more than 10,000
- Aluminum — more than 125,000 lbs.
- Concrete — 145,000 tons

- Dirt — more than 50,000 tons
- Asphalt — more than 100,000 tons
- Some PVC and HBPE plastic

In addition to helping the environment, recycling allows the company to extend landfill's life. In fact, the landfill itself is made of recycled tires and stone.

Michael Dinneen, recycling coordinator for Frank Road Recycling Solutions, explains it in a way that drives home the ultimate goal of recycling.

"We recycled enough materials in 2009 to save the energy used to power 550 homes for one year," Dinneen said.

This year S.G. Loewendick & Sons celebrates its 80th year in business, with 100 employees, including fourth-generation family members. For more information on the company's recycling efforts, call (614) 539-2582.

Gemco offering cash this Christmas season

Paying top dollar for jewelry, old coins

Gemco wants you to have extra cash in your pocket during the holidays and would like you to consider the following options.

Gemco Coins & Jewelry, Columbus' most trusted coin and jewelry dealer, has a way for you to get extra cash this Christmas season. Stop by the store at 5311 W. Broad St. (in the Saxton Real Estate building, just west of Norton Road), with your jewelry, coins and collectibles.

Gemco is not a fly-by-night business that is open a few days a month. It is an established 21-year business that is open five days a week. You won't have to go to a hotel room or wait for someone to fly in for just three days in order to sell your jewelry.

"The people who have sent their jewelry through the mail or called 800 numbers for appraisals and then come here have told us that our offer is multiple times what the others are offering," said owner Greg Martin.

Some of the comments that Gemco has heard from its customers: "I can't believe I just had this lying around!" and "You're offering me \$500 for this little pile of junk?"

"We realize all of our customers aren't in that situation (of needing extra money). In fact, many are quite affluent," Martin said. "People who come in for the first time with their jewelry are sometimes nervous or intimidated."

While Gemco is a small business with a small-town feel and

personalized service, Martin wants to assure his customers that they will not only be treated like family, but that all transactions will be confidential.

JEWELRY

With gold hovering in the \$1,100/ounce range, prices right now are more than double what they were three years ago. It is an excellent time to consider parting with your unwanted jewelry. Gemco is buying all jewelry — new, old, broken, unbroken, etc.

COINS

After 21 years in the coin business, Martin can't imagine a better time than now to sell your collectible coins. Whether you have gold or silver, collectible or bullion, you should seriously consider bringing them to Gemco now. Prices are higher than they've been in the years Martin has been in business.

PAPER MONEY, CURRENCY, COLLECTIBLES

Many of you may not know that paper money values have quadrupled in the last 10 years. With more collectors looking for paper money, Gemco needs to purchase your currency now more than ever.

Don't see your collectibles listed? Give the appraisers at Gemco a



Pictured are examples of the jewelry, coins and paper money Gemco is looking to buy. Gemco would like to wish everyone a very Merry Christmas.

call. Hours are Tuesday through Friday, 10:30 a.m. to 5 p.m.; and Saturday, 10:30 a.m. to 4 p.m. Call (614) 878-2646.

Columbus Marketplace is an affordable way to market your company's products and services to more than 500,000 daily Dispatch readers.

Call Faye Oney at 461-8831 or your account executive for details.

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Insulate home before the snow flies; energy tax credit is still available

Tax credit is 30% of the insulation cost, up to \$1,500

Years ago, Al and Kathy Lucas lived in a 40-year-old brick ranch home in Cleveland. The Lucases' heating bills were overwhelming because of the home's poorly insulated walls. They researched several types of insulation but chose USA Premium Foam Insulation offered by USA Insulation.

"We wanted something that could be installed without tearing everything out," Al said. "With the fiberglass batting, the walls would have to be torn out, and the drywall would have to be replaced after the installation. We were also concerned about getting past the brick walls. We didn't think the insulation could be installed through the brick."

USA Insulation insulated the entire home.

"They drilled holes through the brick mortar joints, and everything was done efficiently and cleanly. We were very impressed," Al said.

What was even more impressive was that the Lucases immediately noticed a substantial drop in their utility bills.

"Our heating bill dropped right away," Al said. "It's like they put a whole blanket around the house."

Ten years ago, the Lucases moved to Columbus. They soon noticed some cold spots throughout their 12-year-old house and remembered their experience with USA Insulation.

"USA Insulation was able to spot insulate the problem areas in our home," Al said. "We were completely satisfied with them a second time. It obviously pays for itself."

The Lucases had a pleasant experience, not just with the product but with USA Insulation as well.

This year, the federal government has boosted the energy tax credit to 30 percent of the cost, up to \$1,500, for homeowners who insulate their homes. With the tax credit and the utility bill savings, the insulation immediately begins paying for itself.

"Some contractors promise the world and don't deliver; USA Insulation did exactly what they said they would do, and they did a great job. I would wholeheartedly recommend them to anyone who wants to save on their utility bills."

USA Insulation installs its patented Premium Foam Insulation in all wall cavity areas. USA Premium Foam Insulation goes into the walls of your home and dries hard, creating a 4-inch shell of insulation around your home.

It is a superior insulating material for the following reasons:

- Unlike cellulose, it will not absorb moisture or settle in a wall cavity.
- It is non-organic; mold does not feed on it.
- It does not burn; 4 inches of USA Premium Foam Insulation is rated as a two-hour firewall.
- USA Premium Foam Insulation is recommended by architects and HVAC professionals for use in brick, block, stucco, sided and frame homes. It also can be used to insulate block basements.

Most homeowners don't think they can insulate their brick or stucco home, but they will be surprised to learn that they



USA INSULATION

COMFORT. SAVINGS.
— energy efficiency. —

can, said Steve Cikach of USA Insulation.

"We specialize in insulating brick and stucco homes with our unique foam insulation," he said. "The foam creates a moisture barrier, making the home less damp."

Cikach said that with brick and stucco, USA Insulation is able to make smaller holes — 1/2 inch to be exact — to apply the foam. USA Insulation can fit in most mortar joints without damaging the brick. USA Insulation also can match the mortar colors to the brick or stucco material so you won't notice that insulation was applied.

Call (614) 529-2440 for a free insulation evaluation and to find out how you can save up to 50 percent on your utility bills this winter. Visit www.usainsulation.net.

LOMBARDS FURNITURE GALLERIES

Don't miss out on Lombards' holiday appreciation sale

This holiday Lombards is giving a gift certificate with every \$500 or more purchase of in-stock merchandise to be used Jan. 2 through Jan. 30, 2010; one certificate per purchase.

Fill your gift list with a unique item for your home or someone special at extraordinary year-end clearance sale prices.

Time is running out to take advantage of the best prices of the year. The prices are so shocking that even Father Time is blushing.

There are savings of up to 75 percent off everything in the showroom, plus no payments and no interest until 2011 on any in-stock purchase, subject to credit approval.

"The only thing that equals Lombards' savings is its selection of premium quality, handcrafted home furnishings," said Fred Heer, president of Lombards.

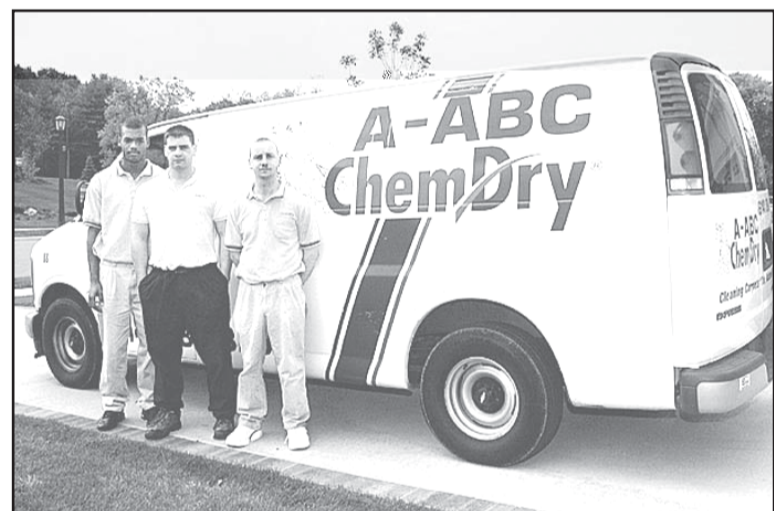
Then visit the holiday tree and select a snowman bag with a gift certificate inside. There will be valued certificates — \$100, \$200 or \$300 — inside to show Lombards' appreciation for your business. Santa's helpers want you to save now on all

items in the showroom, such as lamps, wall art, accessories, throws, recliners, end tables, premium quality upholstery and more, at reduced year-end clearance pricing and then save again in January.

Come to Lombards now through Dec. 31 and "Get The Good Stuff" under your tree.

Lombards Furniture Galleries is located at 2060 Bethel Rd., two miles west of Rt. 315.

Hours are Monday and Thursday, 10 a.m. to 8 p.m.; and Tuesday, Wednesday, Friday and Saturday, 10 a.m. to 6 p.m. Call Lombards Furniture Galleries at (614) 459-2989.



a-ABC Chem-Dry can clean and dry your carpets in one hour. Call a-ABC Chem-Dry at 882-3200 for all your carpet- and leather-cleaning needs.

Chem-Dry gets carpets clean, dry in one hour

Before you have your carpet cleaned, make sure you do your homework by asking carpet cleaners about their cleaning process. Most carpet cleaners leave the carpet soaking wet after cleaning, and it usually takes several hours, if not overnight, before you're able to walk on it.

a-ABC Chem-Dry offers a more efficient way to clean your carpet so you can go back to your daily activities one hour after your carpet has been cleaned.

Chem-Dry is a revolutionary carpet-cleaning process that uses carbonation and ingredients copied from Mother Nature to make your carpets fresh and clean again. Unlike other carpet cleaners, Chem-Dry uses no soaps, detergents, organic solvents, enzymes, optical brighteners, bleaches, phosphates or fragrances.

The exclusive Chem-Dry

process generates natural carbonation to produce millions of tiny effervescent bubbles that quickly penetrate the carpet fiber, dissolving dirt and stains. The bubbles act as tiny propellants that lift dirt to the surface for extraction.

With the Chem-Dry process, stubborn stains and spots disappear and carpets dry within one hour. Because there are no dirt-attracting residues left behind, the carpet stays cleaner longer. Furniture can be moved into the cleaned areas almost immediately, and there is no danger of shrinkage, mildew, rot or floor damage.

Chem-Dry is the world's largest cleaning company and will clean 1 billion square feet of carpeting this year. Chem-Dry has more than 4,000 franchises in more than 49 countries.

To schedule an appointment, call Chem-Dry at 882-3200.

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