Girard Heating and Air Conditioning Launches Video Guide Series on Ductless Air Conditioning for Westfield MA Homeowners, Part 1

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WESTFIELD, MA - August 24, 2026 -
Girard Heating and Air Conditioning, Inc. has launched a new homeowner video-guide series focused on ductless mini split heat pumps, with the first installment now available to residents across Western Massachusetts. Titled "Ductless Air Conditioning: The Anywhere. Anytime AC Solution," Part 1 introduces the fundamentals of Ductless Air Conditioning in Westfield Massachusetts and explains how these systems can serve homes without traditional ductwork.

"We wanted to meet homeowners where they are, which today means video," Girard added. "Each part of the series breaks down a single topic so families can learn at their own pace and understand what fits their home, their comfort needs, and their budget."

The series is designed as a video guide to heat pumps for Westfield Homeowners, walking viewers through cold-climate performance, energy savings, rebates, installation expectations, and the process of selecting a qualified contractor. Part 1 concentrates on the flexibility of ductless technology, which does not require the ductwork associated with conventional central air systems.

According to the video, a single ductless system can cool one room, one area, or an entire home. Common applications highlighted in the guide include creating independent temperature zones, eliminating persistent hot and cold spots, and converting attics, garages, and basements into comfortable, usable living space. The guide also addresses cooling in older homes that lack existing ductwork, along with the ability of a single heat pump to provide both cooling in summer and heating in winter.

The educational material notes that ductless mini splits use inverter technology to achieve high energy efficiency, and that system performance depends heavily on the quality of the installation. For that reason,

the guide emphasizes the importance of choosing an experienced installer.

"The goal of this series is to give homeowners clear, straightforward information before they make a decision about their heating and cooling," said Steve Girard, President of Girard Heating and Air Conditioning. "Many people assize that adding air conditioning means tearing into walls to run ductwork throughout the house. Part 1 shows how ductless systems remove that barrier and open up options for nearly any home."

The company reports that interest in ductless air conditioning by Girard Heating and Air Conditioning has grown as more Western Massachusetts households look for efficient ways to cool spaces that traditional systems have struggled to reach.

Girard Heating and Air Conditioning is a family-owned and locally operated HVAC contractor based in Westfield, Massachusetts. The company specializes in heat pumps and ductless systems, offering design, installation, maintenance, repair, and replacement services. It is a Mitsubishi Electric Elite Diamond Contractor, has been recognized nationally as a Ductless All-Star, and has been featured in USA Today. As a Mass Save Partner, the company assists customers in accessing available rebates and incentives for qualifying heat pump systems.

The company serves most of Western Massachusetts and the Berkshires, including Springfield, Northampton, North Adams, Amherst, Pittsfield, and Great Barrington. Additional installments in the video-guide series are planned to cover cold-climate winter performance, ducted and hybrid options, and how to evaluate a heat pump contractor.

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For more information about Girard Heating and Air Conditioning, Inc., contact the company here:Girard Heating and Air ConditioningSteve Girard(413) 568-2946steve@girardheatcool.com166 Meadow StWestfield, MA 01085


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Girard Heating and Air Conditioning, Inc.

Girard Heating & Air Conditioning is a locally owned Westfield, MA HVAC company specializing in high-efficiency heat pumps. As a Mitsubishi Elite Diamond Contractor, we deliver expert design, installation, and comfort solutions across Western MA.

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