

Small Loomis Business Wins National Award

/EINPresswire.com/ Crystal Blue Plumbing, Heating & Air has received nationwide attention for their truck design and use of social media.

Crystal Blue Plumbing, Heating & Air has received nationwide attention for their truck design and use of social media. The national magazine [Plumbing & Mechanical](#) has recognized this Sacramento area plumbing and HVAC company as a leader in their industry. With the help of their English bulldog and some creative use of social media, this [Sacramento plumbing](#) and HVAC company has been named Truck of the Month for December 2012, only the seventh California plumbing or HVAC truck to win this award.



With the simple idea of having some fun, the family owned and operated business put a picture of their drooling 8-year-old English bulldog Aly on the back of their trucks with the caption "Got a Leak". Now people driving by often wave or point and take pictures. Techs have even come out of homes to find people and customers on the back of the truck getting their picture with Aly. Co-owner Tim Sjobeck says he got such a great response that he decided to let his customers and the public decide the next picture to go on his new truck. Now the public is looking out for the Crystal Blue Plumbing trucks to see what picture is on the back.

With the help of more than ten local businesses they used social media to promote a contest to decide among three pictures of Aly. After starting the contest, this Sacramento Area AC was awarded a Business Excellence Award from the Rocklin Area Chamber of Commerce for their innovative use of social media. They also received honorable mention for Best Website. Tim, while grateful for the recognition, is more excited to really connect with his customers and be heavily involved in the local community.

It's exciting to see new and creative ways that businesses utilize social media. This [Sacramento heating and AC](#) contractor will find out in January if they are the Plumbing & HVAC truck of the year.

Family owned and operated since 1976. Their office is located in Loomis off Swetzer Rd. In 2012 Crystal Blue Plumbing, Heating & Air was voted Best of the Best for Plumbing & HVAC services as well as receiving a Business Excellence Award for use of social media. Whether its service, repairs

or installations they provide residential and commercial Plumbing, Heating & Air Conditioning Services for Sacramento/ Placer Counties. Crystal Blue is known for "Customer service the way it used to be, customer service you deserve"--because they really do care.

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