

Today's Oilheat. It's Just Better!

Update  
#60

# Hot Ideas!



ENERGY TIPS FOR OUR CUSTOMERS

## Less Is More!

Why would we want to help our customers use *less* oil? Because we want to keep you happy! And a happy customer is a satisfied customer – one who can best enjoy the full value of Oilheat.

### What makes Oilheat customers happy?

#### ✓ Energy efficient equipment:

State-of-the-art equipment can minimize your fuel usage and your costs. In fact, peak performance of an upgraded system can save you up to 25% in heating and hot water costs!

#### ✓ Improved comfort:

Today's modern equipment heats your home faster, more evenly – and more affordably – than ever!

#### ✓ Fewer service calls:

With new or upgraded equipment, middle-of-the-night breakdowns are virtually eliminated.

Though **we always look forward to seeing – and serving – our customers**, you just might agree that saving money and fuel ... and seeing us a little less often isn't such a bad thing after all!

This newsletter brought to you in association with



## New Year ... New Look ... Renewed Dedication!



Bidding farewell to 2004, we'd like to take this opportunity to wish our customers a Happy New Year. It is with great anticipation that we welcome 2005 and look forward to many exciting changes in the year ahead.

One change for the New Year is a **vibrant new look for Hot Ideas!** We feel that it reflects the exciting innovations happening in today's Oilheat!

There's no better time than the New Year to rededicate ourselves to serving you. Invariably, after the holiday rush, people sit down and look toward the future. And this year, we're looking ahead to **how we can serve you better** — be it by introducing you to the exciting ways that Oilheat may be fueling your *future* ... recommending conservation practices that save you both dollars and gallons *today* ... or delivering on the promise and value of full service day in and day out.



As we ease into 2005, we'd also like to take the time to express our appreciation for your loyal patronage. This season's higher Oilheat prices have not been easy for anyone, and we thank you for your support as we've worked hard to bring you the best Oilheat value possible.

Again, our best wishes for a healthy, prosperous and happy New Year. We look forward to serving you now and always.

## WINTER REMINDER

To ensure uninterrupted deliveries, please don't let snowdrifts block your oil fill pipe. Thank you.



# What's Hot In Heating?

If you woke up on a frigid January morning in 1905, you might have had to lug coal up from the cellar to build a fire for warmth. Much has changed in 100 years – and it sure makes nudging (or programming!) that thermostat seem like a piece of cake!

While home heating has become a lot more clean, quick and convenient in the last century, the changes to come will astound you. The future of Oilheat is bright indeed – with even cleaner, greener fuels and ever more efficient equipment on the horizon.



## BIOHEAT

Oilheat is turning green! Bioheat — heating oil blended with biodegradable substances such as soybean oil — is one of the “hottest” things happening in home comfort. Renewable and non-toxic, Bioheat is not only kind to Mother Earth; it's kind to heating systems, too.

- ▶ Domestically produced, soy-based Bioheat can literally be grown at home – helping to support our nation's farmers.
- ▶ Extremely clean burning with no sulfur and no particulate emissions, for fewer service calls.
- ▶ Highest BTU content of any alternative fuel.

## LOW-SULFUR HEATING OIL

While regular heating oil is not very high in sulfur content, low-sulfur (0.05% sulfur content by weight) actually has 75% less sulfur, and results in even lower emissions – the leading cause of equipment breakdown. It's the same as what's in your tank right now – but better.

- ▶ Reduces deposits on heat exchanger surfaces, so your system won't have to be cleaned, checked or serviced as often.
- ▶ Reduced deposits increase heating appliance efficiency, saving up to 50 million gallons of fuel per year.

## SUPER-EFFICIENT HEATING EQUIPMENT

Recent innovations in oil heating equipment include two-stage burners, electronic ignition and low-mass boilers. What's more, the technician who tunes up your Oilheat equipment is better trained and equipped to ensure optimum efficiency.

- ▶ Efficiency ratings have risen from an average of 60% in the 1970s to as high as 90% today.
- ▶ The next generation of burners promise to increase efficiency by another 5%-10%!

**It is estimated that Oilheat's sophisticated technology has already saved consumers millions of dollars in fuel costs and conserved billions of gallons of oil.** The technology of tomorrow will continue to improve upon Oilheat's incredible reliability, efficiency, cleanliness, and safety well into the future.

*Ah – life's little conveniences. A coffee pot on a timer. Your VCR set to record a favorite show. There are so many ways to make life easier. So why not **adjust your home's temperature to suit your schedule automatically!***

## Program Your Comfort!

*The answer is a **programmable thermostat**. Not only does it assure your comfort ... it saves you energy and money! While you might forget to turn down the heat before you leave for work in the morning or when you go to sleep at night, a programmable thermostat won't!*

*To maximize the energy-saving benefits of a programmable thermostat, set it back 10 to 15 percent for eight hours, while away at work or sleeping at night. **This can result in savings of up to 10 percent on annual energy bills.\****

*For comfort that fits your lifestyle – automatically – take a look at a **programmable thermostat!***

\*Source: U.S. Department of Energy

“Yes, we can do that.” From saving you money by way of new, super-efficient heating equipment ... to saving you time with automatic delivery ... to saving you from unneeded stress, thanks to prompt emergency response, **the value of full service is priceless — and something you probably won't get from one of those discount C.O.D. dealers.**

Full-service dealers operate complete service departments with a service manager, a crew of certified technicians, a complete stock of parts, and a fleet of service vehicles – all set up to serve customers whenever you may need us!

### We have abundant oil.

A guaranteed supply of high quality fuel we won't run out of – no matter how cold it gets.

### We aim to please.

100% customer satisfaction is our top priority.

### We are reliable.

With our emergency service, you can count on us every day of the year.

**We are local.** We're neighbors serving neighbors – not strangers or an answering machine.

# OILHEAT: AT YOUR SERVICE!



### We care about your budget.

Payment plans make managing your heating expenses easier.

### We guarantee a full tank.

With Automatic Delivery, you'll never have to call for your fuel – and you'll never run out!

### We've got your parts.

Our fully stocked service vans are radio-dispatched for fast service – and fewer return visits.

For true value, stick with full-service. We're not just **happy to sell Oilheat ... we're happy to save you time and money ...** and we're **happy to serve you, too!**