

HouseCalls

from **Westmore**
FUEL CO., INC

PERSONALLY SPEAKING

a greener and more energy independent America starts here

Dear Friends,

We always hear a lot of **talk** about the best way to make our country greener and more energy independent. Well, at Westmore we do more than talk—we take action!

Since 2008, we have been delivering **BioHeat®**, a blend of biodiesel and low-sulfur heating oil, without charging a penny extra. Westmore's **B20 BioHeat®** is clean burning, allowing your system to run more efficiently and save you money. Plus, since we've been delivering **BioHeat®**, we've seen a **big** reduction in service calls.

But we've only just begun. We recently became the **first company** to receive a biodiesel grant from the New York State Energy Research and Development



Richard C. Bologna

Authority (NYSERDA), in conjunction with the U.S. Department of Energy's Clean Cities program. The grant money will be used to promote and expand the use of biodiesel in both the residential sector and the commercial transportation sector.

(Biodiesel enhances the performance of diesel engines and reduces emissions.)

To mark this important achievement, a Grand Opening will be held Oct. 10 at our marine storage terminal in Port Chester. We expect several prominent politicians and dignitaries to join us.

Check our Facebook page and follow us on Twitter for further details as we get closer to this exciting event. And feel good that you're putting your trust in a company that cares about our country, cares about our environment and cares about you, our customer.

Warmly,

Richard C. Bologna

great news about low-sulfur!

New York State passed a new law requiring heating oil companies to deliver **ultra-low sulfur heating oil**. This new, cleaner burning fuel will reduce emissions, enabling your heating system to run more efficiently and saving you money on fuel. By delivering **ultra-low sulfur** heating oil, Westmore will soon be able to sell ultra-high efficiency heating equipment that has only been available in Europe.

Westmore's **B20 BioHeat®** combined with **ultra-low sulfur** heating oil means

our fuel is as clean as natural gas—perhaps even cleaner!

As of now, **ultra-low sulfur** heating oil is not available in Connecticut, but we're hoping that will change soon. **We want to deliver the cleanest fuel possible to all of our customers!**



You can stay up to date on this and other news (including energy and price trends) by following us on Twitter and regularly checking our Facebook page.

need quality biodiesel fuel?

Do you own or work for a company that operates fleet vehicles?

If the answer is yes and there is an on-site diesel storage tank, we can help! **Westmore can now deliver biodiesel.**

Call Darren LeDoux at **203-531-6800, ext. 110**. In just a few minutes, he can tell you if Westmore can fill your needs — and help you save money!

Meet Jim and Judy, time travelers from 1962. Follow along as we give them a first-hand view of a modern oil-heated home.



"Wow, our oil heater is a monster compared to yours. Can you really get enough heat out of this little thing?"

Absolutely! You're probably using a coal-to-oil converted system, which, because of design flaws and primitive heating technology, typically operated at only 50%–60% efficiency. So about **half the heat your system made ended up being wasted up the chimney** instead of getting into your home.

Some of the oil heating systems being installed today are **90% efficient** or higher. Today we have the **flame retention burner**, which makes possible a more complete mixing of fuel and air for better combustion efficiency. Since the late 1960s, this burner has conserved more than **6 billion gallons of fuel**. Because your system from 1962 lacks all of this technology, you are probably burning nearly 40% more fuel than most oil heat users do today.



"We have a big steel oil tank buried in our backyard. But your tank is really neat."



This is a double-wall polyethylene tank system. Its compact size allows it to be installed in small spaces. It's a revolutionary improvement over conventional steel tanks for home oil storage because **it does not corrode**. Finding the technology to limit oil tank leaks, which are already rare, is just another example of how **oil heat has been going green** over the years.

"They changed the color of oil to GREEN?"



No, you're being too literal. "Green" means being friendly to the environment. People started paying attention to this issue back in your day—1962—when Rachel Carson had her book "Silent Spring" published. Eight years later, we had our first **Earth Day** to raise awareness further.

The commitment to being a **guardian of the environment** is even stronger today. For its part, the oil heat industry has put a strong focus on matching clean-burning technologies with **greener fuels**—those with an ultra-low sulfur content for even lower emissions. There is also a wider use of biofuel (also known as BioHeat® fuel), which is low-sulfur heating oil blended with oil from organic materials.

Time travel with Jim and Judy!

Let's join Jim and Judy to see what we might find in the not-too-distant future. Some of these things are already happening!

- Oil heat dealers are **integrated home energy providers**, offering a broad range of products and services.
- **Super-efficient co-generation systems** generate both oil heat and electricity for the home. More solar and geothermal energies are also being integrated with oil heat in hybrid systems for water heating.
- Your oil dealer will **remotely monitor your equipment** at all times and get a warning sign of potential problems. Wireless monitors let dealers know when oil drops to a certain level. Once it does, they proactively make a fuel delivery.
- Most transactions are now **electronic**.
- **Most heating oil is 15%–20% biodiesel**. This biofuel blend produces less carbon emissions than natural gas, which has now become more of a carbon producer due to the growing use of liquefied natural gas. Meanwhile, methane leaks from natural gas remain an environmental concern.
- Heating oil has taken big strides toward becoming **renewable** and remains a great bargain. Research continues on the possibility of producing heating oil that isn't derived from crude oil, including the use of **recyclable cooking oil** as a viable source for home heating.



Average annual fuel consumption in the 1960s



Average annual fuel consumption today

"We thought the world might have run out of oil by now. Do you know how much is left?"

There have always been fears about the availability of future oil supplies. But today, experts believe that there are at least **5 trillion barrels** of world petroleum reserves. To put that in perspective, the world has produced about **1 trillion barrels of oil** since the start of the oil industry in the mid-1800s. Not only is the world not running out of oil any time soon, but estimates for the global stock of oil keep growing.*

Oil's future is secure



1 trillion barrels produced since 1800s



5 trillion barrels available for exploration today

* Source: The Quest, Daniel Yergin, p. 239



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*Like us on Facebook
by Sept. 30, and you may win
100 gallons of heating oil!*



do we have your email address?

Please make sure that we have your email address! We want to communicate with you in a way that's convenient for you. We'll give you updates, information on pricing programs, confirm tune-up appointments, send you special notifications and alert you when something important happens.

The easiest way to give us your address is to email us at customercare@westmorefuel.com. **We will not share your email address with anyone else!**

by the numbers

30 Percentage of Westmore customers who are making online payments.

100 Percentage increase in auto payments via credit card over the last three years.

300 Percentage increase in paperless billing over the last three years.

behind the scenes with Darren LeDoux

Q: Some companies say they offer oil price caps at no charge. What's the real story?

A: There's no such thing as a free price cap—though some of our competitors will try to trick you into believing they can give you one. **We provide you with an honest price cap.**

To offer a price cap, all fuel dealers must purchase a costly form of insurance from their suppliers; this allows us to lower our daily price when market prices drop. We cannot absorb the full cost of this insurance, so we charge a fee for price caps. Price cap "insurance" typically costs dealers 30¢–35¢ per gallon.

But we do not make money from the fee.

And we're honest with you! We tell you about the fee up front; we don't hide it and pretend it doesn't exist.

Other companies either hide the fee by building it into their fuel price or, because they don't charge for the cap, fail to purchase the necessary insurance to lower their fuel price when prices fall. These dealers typically keep their price "locked" at the cap price for as long as possible.

In contrast, Westmore customers stay protected against rising prices and benefit from falling prices. They get true and honest cap price protection.



Our sales manager,
Darren LeDoux, sorts
out some of the offers you
may be seeing this fall.

Q: What about these service plans that companies are practically giving away?

A: Many companies that offer these free or discount service plans never find the time to get to your home for the tune-up. Westmore **makes sure we come once a year** and perform a precision burner tune-up. A properly tuned-up heating system can save you up to 15% on annual heating costs. In these uncertain economic times, saving money on your fuel usage has never been more important.