

HouseCalls



PERSONALLY SPEAKING

we're reducing your carbon footprint

Dear Friends,

Every day we hear or read something about the importance of reducing harmful emissions into the environment. Unfortunately, most of these stories fail to mention the strides that have already been made in the home heating oil industry.

For example, did you know that the carbon footprint of home heating oil has been **reduced by 40%** over the last 30 years?

As chairman of the Independent Connecticut Petroleum Association (ICPA), I'm personally committed to the enhancement of oil heat. At Westmore

we will continue to be at the forefront in leading our industry to reducing emissions.

For more than 18 months we've been delivering **BioHeat®** to our customers. It burns cleaner than conventional heating oil, reduces harmful emissions and helps your heating equipment run more efficiently.

By delivering **BioHeat®** to our customers last year, we saved over 2 million pounds of carbon dioxide (CO₂) from being released into the atmosphere. This winter, we've more than doubled our percentage of bio-blend, which will save 5 million pounds of CO₂ from entering our environment.

We are going to continue to work with national and state associations on improving fuel quality. Our goal is to combine ultra-low sulfur fuel with 20% **BioHeat®**. That combination would mean that heating oil would have less carbon emissions than natural gas!

Warm regards,

Richard C. Bologna

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in it for the long run

Everyone is focused on saving these days—and who can blame them? Westmore believes that the best way to save is not by taking radical measures that give you short-term savings, but by making changes for the long term. Stick with Westmore and we will continue to help you find ways to save that are effective and sustainable.

We will also provide you with solutions



to keep your home warm while keeping your energy costs down:

- **service plans** that can cut your energy bill by 15%
- **programmable thermostats** to preserve your energy dollars
- **outdoor reset controls** that improve your system's efficiency
- **fresh air intake** that ensures you're not reheating already-warm air
- delivering **BioHeat®** at no extra charge

New energy technologies and more efficient fuels are just some of the reasons doing business with Westmore saves you money.

new website coming soon

We are creating a new Westmore website that will be graphically cleaner and easier to navigate. This will make it easy for you to communicate with us and learn more about our products and programs.

The new site will still have a secure log-in area where you can check your account, pay your bill, sign up for a price contract and set up e-billing. Keep logging onto westmorefuel.com for updates. We can't wait to show you our new site!





Saving fuel for a greener footprint

We have always taken pride in delivering our customers the cleanest, safest and most reliable fuel money can buy. Here's an update on how the oil heat industry is working to give you the greenest product possible.



yours is among 8 million of the warmest homes

Because oil generates more Btu's of heat than other heating fuels, the eight million homes heated with oil in the U.S. remain the warmest on the coldest of nights.

For years, oil has been a classic heating fuel. At the same time, oil heat is **modern**. Technology has brought great improvements in efficiency that have reduced annual fuel consumption by 40%.* This has saved customers a lot of money on fuel. And because new systems burn clean and don't need as much fuel, they do not pose a hazard to the environment.

Here are five reasons why today's oil heat is a great option.

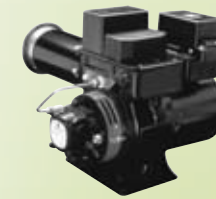
1. Greener fuels and energy independence.

The industry is strongly committed to moving toward alternative fuels like Biofuel (also known as BioHeat® fuel). This is heating oil

blended with biodegradable organic materials. Research is also being done to create biofuel from materials like sawdust, prairie grasses, algae and municipal waste. It's estimated that if every household that currently uses standard heating oil started using a bio-blend, millions of gallons per year of regular heating oil would be conserved.**

2. Clean-burning technologies. Modern oil burners emit near-zero levels of pollution; heating with oil today means no odors, soot or other residue in your home. Efforts are also underway to reduce sulfur content to less than 15 parts per million. Widespread use of ultra-low sulfur heating fuel, combined with cutting-edge emissions-control technologies, can reduce already-low emissions even further.

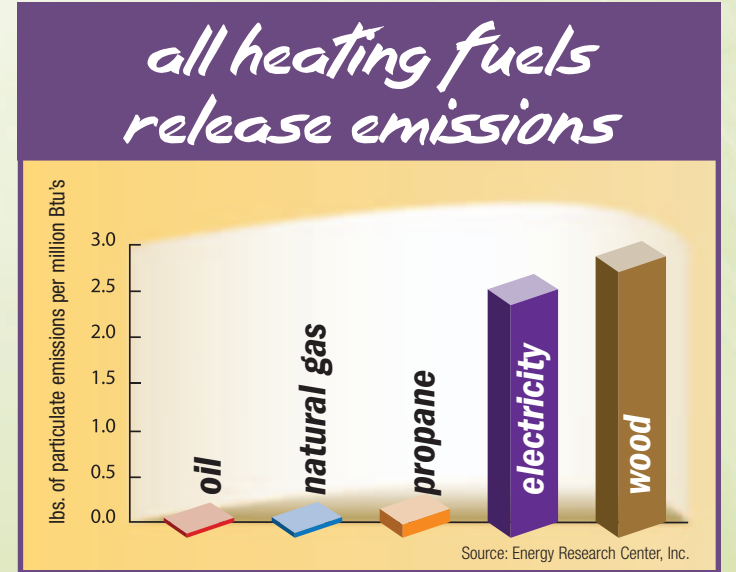
3. Fuel conservation technologies. Today's high-efficiency oil heat systems not only save a lot of money, but they also help the environment because less fuel is used.



The flame retention burner has saved oil heat homeowners billions of dollars in fuel costs and has reduced emission levels to almost zero.

4. High-tech hybrids. Solar and geothermal energies are being integrated with oil heat in hybrid systems for water heating. That means a household's water can be heated with little or no fuel required. A solar water heater can reduce water heating bills by as much as 80% and reduce annual carbon dioxide emissions by 6,000 lbs.***

5. Self-diagnostics. As with modern home appliances and automobiles, many oil heat systems now have self-diagnostic features that will give you an alert when service is needed.



While all combustion fuels create greenhouse gas emissions, the levels and impact on the environment vary greatly, depending on the fuel, heating system efficiency and temperature setting in the home.

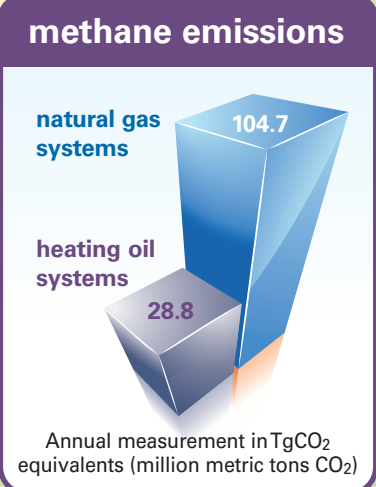


Residential oil burners produce less than one-third of one percent (.003) of total particulate emissions in the United States. The emissions from an oil heating system are about the same as those from a similar-size natural gas burner.

Natural gas is primarily composed of methane, which traps 20 times more heat in the atmosphere than carbon dioxide (CO₂), over a 100-year period.*

Electricity is often seen as a clean fuel, but coal and other fossil fuels are burned to create electricity in the first place, releasing greenhouse gases into the atmosphere. The EPA estimates that CO₂ emissions from electricity average 16,290 pounds per household.

Wood stoves and fireplaces are also seen as clean burning, but they emit a much higher level of particulate emissions than heating oil.



BILLIONS of barrels of fuel have already been saved through conservation.

the best way to be green is to conserve!

If your oil heat system looks like the one on the left, you can go green and cut your annual fuel costs by hundreds of dollars by upgrading to a system like the one on the right.

* U.S. Environmental Protection Agency ** U.S. Dept. of Agriculture *** U.S. Dept. of Energy



BioHeat® • Diesel Fuel • Heating Sales & Service

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Call us! (203) 531-6800 • (914) 939-3400

westmorefuel.com



PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
MPI

- ✓ protect your system + save fuel
- ✓ heating oil is getting "greener"

prevent problems and save money

Our service plans save you money by protecting you from expensive repairs and reducing your fuel consumption.

Our **WatchGuardULTRA plan** provides free repairs for a long list of heating system components; our **Gold Plus plan** provides coverage of **all major components**, including many expensive hard-to-replace parts.

All of our service plans include 24-hour priority response and an



annual energy-efficiency tune-up, which can **save you up to 15%** on your annual heating bills.

Enroll in a service plan today and we can spread the cost into convenient monthly payments. For more information, return the enclosed reply card today or visit us online at **westmorefuel.com**.

kind words from our customers...

"Your service man Billy did a great job on my tune-up!"

Irene from Cos Cob, CT

"I want the whole company to know that your service is excellent."

Sal from Port Chester, NY

"I'm so happy that Westmore has such great technicians."

Richard from Bedford Corners, NY

1.2 million gallons of fuel



We don't think customers should have to worry about their fuel supply. With Westmore you never have to worry because, unlike most fuel companies, we have our own bulk storage facility.

Our marine storage terminal has a 1.2-million-gallon capacity, which guarantees you a continuous supply of fuel, even under extreme conditions. In all our years in business, your fuel supply has never been compromised—and it never will.

thank you for your prompt payments

Are you a stickler for getting your bills paid on time? If so, we'd like to take this opportunity to thank you. Your prompt payments help us run our business more efficiently and ensure we have the cash flow we need to provide you with excellent service.

While we're on the subject of paying bills, have you considered making payments with **electronic funds transfer (EFT)**? EFT lets us debit your bank account directly, which can be a great alternative to using a credit card. It ensures that you'll never be late with a payment, and you'll avoid finance charges too.

If you don't want to enroll in EFT right now, **e-billing** is another option to consider. At no extra charge, Westmore will send your invoice to your email inbox.

Please call us, mail back the reply card or email us at customercare@westmorefuel.com to sign up for EFT or e-billing today.

