

HouseCalls

from **Westmore**
FUEL CO., INC

PERSONALLY SPEAKING

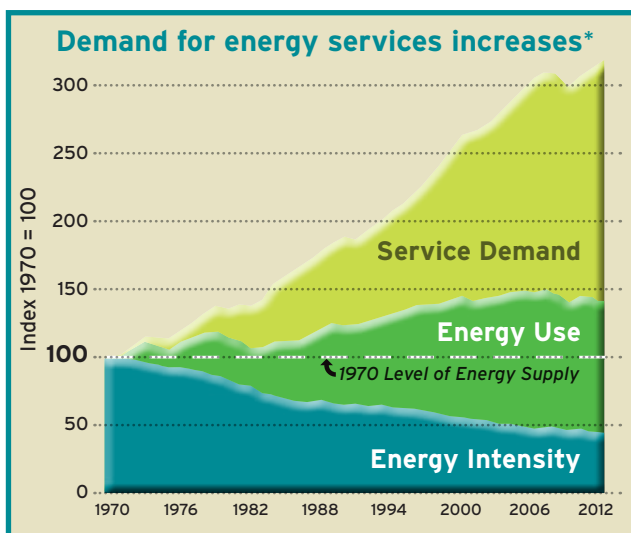
energy efficiency is good for the economy

Dear Friends,

Helping our customers save money has always been a priority for us, especially through energy-saving technology and more efficient fuels. So it was exciting to come across a recent report showing that energy efficiency is a more important driver of economic productivity than energy production.

The author of the report, John Laitner, a visiting fellow at the American Council for an Energy-Efficient Economy, discovered that the United States spends roughly \$575 billion on energy efficiency, compared with the \$170 billion spent to produce energy. His report concluded that in addition to reducing the impact of drilling for oil and gas on the environment, improving energy efficiency is good for the national economy.

On an individual level, saving energy is good for your bottom line; throughout our history, the Westmore promise has been about increasing customer comfort while helping you save



energy and reduce fuel costs.

We are constantly on the lookout for more energy-efficient products as well as services that can help your home stay warmer in the winter and cooler in the summer, while keeping your energy costs in check. We've always believed our efforts were helping the environment and benefitting our customers, but now it looks like we're helping the national economy too!

Warmly,

Richard C. Bologna

Richard C. Bologna

P.S. New York customers, watch the mail: You'll soon receive a form and information on applying for the 20-cent-per-gallon NYS BioHeat tax credit. Please call our office if you have any questions.

*source: greentechmedia.com

our customer for more than 50 years!

Bea Conetta has been a Westmore customer since 1961. We realized she was one of our longest-term customers when she posted on our Facebook page.

Her post says a lot about why she's been with us for more than half a century: "In all the many years I have dealt with [Westmore], I have always been treated with great respect when I contacted their office... Anyone dealing with them should count themselves as fortunate. You couldn't find a better

company to be associated with."

We decided to get in touch with Bea to find out what she really thinks of us.

"Except for very briefly, I've been a Westmore customer since I moved here from my mother's house in 1961," Bea told us. She has lived in the area and knew Domenick Bologna from her school days.

Please go to [Facebook.com/WestmoreFuel](https://www.facebook.com/WestmoreFuel) to read the rest of Bea's story.



Rick Bologna and Bea Conetta

OUR FACEBOOK WINNERS

In our last newsletter, we announced that everyone who posted a comment on our Facebook page would be entered to **win a \$50 Home Depot gift card**. Congratulations to our two winners, Chris Gambino and Bea Conetta!

Our service technicians are like private investigators, solving cases from simple to complex. During the winter, they're on the job day and night, using their skills and diagnostic tools to fix comfort problems. As you read about their investigations, look for clues to see if you can shine a light on the case before they do.

the case of the lost heat

Grace D. calls to report a loss of heat. Our investigator begins by interviewing the only witness. He asks Grace:

- **How was your system running before it stopped?**
- **Was it making any odd noises or emitting unusual odors?**
- **Have you done anything to the system?**

Grace confesses she pressed the system's reset button twice, but each time the system ran for only a few minutes before shutting off.

After explaining why the reset button should not be pushed more than once (see Exhibit A), our investigator then rules out the "usual suspects" for heat loss. He finds that:

- ✓ **power switches and circuit breakers are in the "on" position.**

- ✓ **the thermostat is functioning properly and its setting is above room temperature.**

- ✓ **there is fuel in the oil tank.**

Now he gives the system a thorough examination and discovers a dirty cad cell eye (see Exhibit A) and a clogged nozzle. After cleaning the cad cell eye and replacing the nozzle, he gets the system running again. Amateur investigators might stop at this point, but not our expert! He knows if he doesn't learn **why the system became clogged** in the first place, the same problem will happen again.

Clue # 1: The system had been serviced a few months before. A properly maintained system **should always** burn cleanly. Our investigator needs more

information from Grace. "Have you made any changes in your home recently?" he asks her.

Clue # 2: Grace remembers that she recently had exhaust fans installed in the kitchen and bathroom. Our investigator now has the solution to the problem.

Can you guess what it was?

Exhibit A: reset button

The reset button is a **safety control** that shuts the burner down if a problem is detected. In this case, the dirty cad cell eye could no longer "see" the burner's flame, which tripped

the reset. The **reset button should never be pushed more than once** or your system will flood with oil, which would require a costly repair.



Solving the case

Combustion gases exit the home through a chimney or exhaust vent. But normal draft can be reversed by negative pressures. The exhaust fans drew combustion gases back into Grace's system, causing it to clog and shut down. Our investigator installs a fresh air intake kit to solve this problem. **Case solved!**

TIP: *If you make renovations to your home, let us know. We may be able to prevent these changes from having a negative impact on your heating system.*

a matter of adjustment

Edward T. contacts our investigator

because he smells oil. Our investigator arrives, checks all of the fittings of the burner, oil tank, filter and oil line. There is no sign of a leak.

Clue from the eyewitness:

Edward says he hasn't had his system serviced in three years. **What is the problem?**

Solving the case

Within minutes of his inspection, our investigator could see that the system was badly in need of maintenance. He told Edward that a system that gets regular maintenance **should never** emit an oil smell. Our investigator took out his "forensics kit" and performed a tune-up (see below). This included adjusting the burner, which had a delayed ignition. This problem caused the oil odor. **Case solved!**



our "forensics" test

We do many tests to measure your system's efficiency. What we find indicates what adjustments are needed. By doing this, we can save you up to 10% on your annual heating costs. These tests include:



Draft overfire and stack temperature: These two tests measure the volume of air and amount of heat going up your chimney.



Draft at breach: This measures the draft inside the system; a weak draft won't vent combustion products properly. (The exhaust fans caused a weak draft in Grace's system.) If the draft is too strong, however, heat will be pulled out of your home.



CO₂: We test carbon dioxide (CO₂) to see how airtight your system is. If we find a high level, we know your system has air leaks. We'll find these leaks and seal them.



Smoke reading: Smoke indicates that not all of your fuel is turning into heat when burned. Smoke also forms a layer of buildup in your system, reducing efficiency.



Total efficiency: This testing combines all of the readings we've taken to give an overall efficiency rating of your system. If the reading is too low, it may be time to replace your system.

solving the "repair or replace" mystery

Use these guidelines

if you're wondering whether you should repair or replace your system.

- ✓ **If your system is well maintained, less than 10 years old and still under warranty,** repairing is usually the better option in most cases.
- ✓ **If the repair involves replacing major expensive parts, your system is 15 years old or older and you're using more fuel than in the past,** investing in a new system may be the better choice.



Figure your savings

- ◆ **A 15-year-old heating system will continue to lose its efficiency due to wear and tear.** Calculate the average amount of heating fuel you use now with your old system and compare it with the amount of fuel you can expect to conserve with a higher efficiency system. You may find that your replacement system could easily pay for itself with the money you'll save on heat.
- ◆ **Replacing an old system with a new one will deliver increased efficiency, energy savings and reliability.** You can end your worries about facing expensive repairs or suddenly finding yourself without heat on the coldest day of the year.

No matter whether you decide to repair or replace, we want to remain your trusted home comfort company. We have the knowledge, resources and experience to provide you with excellent service and great value for many years to come.



warm house, cool bills

Imagine consistent, quiet heat throughout your home, and at the same time lowering your annual heating bills by 30% or more. If your furnace or boiler is more than 15 years old, you could reap real benefits from a system upgrade.

While annual maintenance and small repairs can keep your old equipment running for a while longer, a new system will burn fuel far more efficiently, saving you money every day.

Westmore's knowledgeable equipment experts can help you assess your needs and choose the right

Cut your annual heating bills by 30% or more by installing a high-efficiency system!

size and type of system for your home, and install it properly—usually in just a day!

Call us today to request a free estimate.



Congratulations, Maria Carosella

In our fall newsletter, we announced that everyone who signed up for e-billing would be entered to **win a touch-screen programmable thermostat from Honeywell.**

More than 600 e-billing customers were entered, and Maria Carosella is the lucky winner!



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More of our customers are using their smartphones to pay heating bills and adjust their thermostats remotely.

*Now that's what you call
having comfort in the
palm of your hand!*

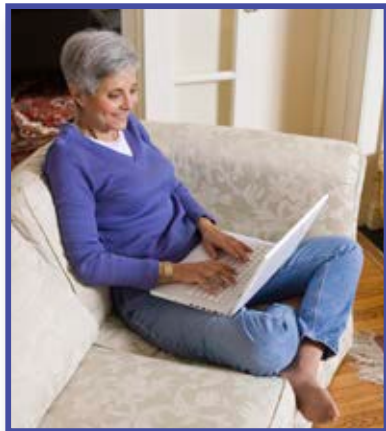
sign up for **AutoPay** and win!

When you sign up for AutoPay, you'll eliminate the hassle of writing out checks and the risk of late fees if you forget. (That's a win!)

If you set up AutoPay with a credit card, you may even be able to earn valuable points or air miles. (Another win!) And now, if you sign up for AutoPay by March 31, we will enter you in a drawing to win a programmable thermostat.*

AutoPay enables you to pay your bills automatically, directly through your bank or credit card. Contact us today to get started—and be entered to win an energy-saving thermostat!*

*Installation not included. Other conditions apply. Contact us for details.



we make it **easy** for you

At Westmore, we always strive to make your experience working with us as smooth and pleasant as possible. We are constantly looking for ways to improve our interactions with you, whether in person, on the phone or online.

Upgrades to our online customer access site now allow you to link multiple accounts, change your contact information, billing address and much more. Visit us at **WestmoreFuel.com** and log in to your account to check out our improvements.

