

# HouseCalls

from **Westmore**  
FUEL CO., INC

## PERSONALLY SPEAKING

### the cobbler's children have no shoes

Dear Friends,

**Are you familiar** with the tale of the cobbler who made elegant, beautiful shoes, but whose own children went barefoot? For a long time, I was like the cobbler.

For years, I've been touting the benefits of the **System 2000**. Unlike old cast-iron oil boilers that run super-hot regardless of outdoor temperatures, the System 2000 manages boiler efficiency to match outdoor conditions. And because the System 2000 combines heat and hot water production, you gain unequalled energy efficiency and big savings on your fuel costs — as much as 40% — throughout the year.

Many of our customers have been enjoying these benefits after our service team installed a System 2000 for them. *So what was I doing*



*at my home all this time?* I kept relying on an oil boiler from the 1980s, which was only about half as efficient as the System 2000.

Last year, after much shaming from my service team, I finally went ahead and replaced that old boiler and had the System 2000 installed — and it was everything that both customers and my team have been telling me. In fact, because of this upgrade, I saved a full tank of oil last heating season — during one of the coldest winters in history!

If you would like to learn more about the System 2000, please give us a call or visit [WestmoreFuel.com](http://WestmoreFuel.com) and click the "Equipment" link.

Warmly,

*Richard C. Bologna*

Richard C. Bologna

## Win a Sony personal 3D viewer!

Value:  
\$700!

**We are always** looking for ways to serve you better, and we appreciate your feedback. With that in mind, we invite you to complete a brief **customer-service survey** so you can tell us what we're doing right and where we can improve. Just visit [WestmoreFuel.com/survey-contest](http://WestmoreFuel.com/survey-contest).

As a thank-you for your time, everyone who returns a completed survey will be entered into a **drawing to win a Sony personal 3-D viewer**.



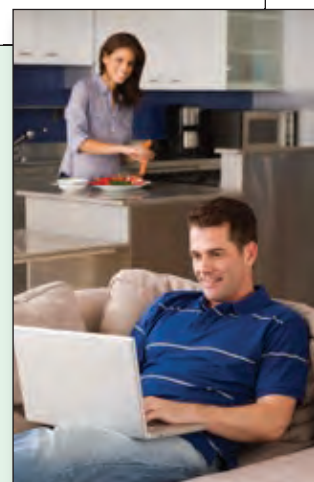
- adjustable for all head shapes and sizes
- includes headphones for surround sound
- great for gaming too!

## just plain easy

**Every year**, more customers ask us to set up their account so that instead of sending us a check, any billable service or fuel delivery gets paid automatically by their bank or credit card company. Westmore customers tell us they love our AutoPay program because it's just plain easy.

**It's true!** You'll still have complete control over your account, but with AutoPay, you'll save time and avoid the stress of being late with your payments.

To sign up, call us or go to [WestmoreFuel.com](http://WestmoreFuel.com) and click on the links for "Customers" and "AutoPay." This program not only saves you money on stamps and checks, it also saves an enormous amount of paper — and that's good for the environment. You can save even more paper by getting your statement sent by email — click on "e Billing" under "Customers" in the main menu to sign up for that service.





## Take our quiz FIRST:

Write “**truth**” or “**myth**” in the blank spaces and then read the articles to see how much you know.

1. Heating oil should never be stored inside a home. \_\_\_\_\_
2. Natural gas is a more efficient heating fuel than heating oil. \_\_\_\_\_
3. Your home heats up faster when you turn the thermostat up high. \_\_\_\_\_
4. A new heating system always increases energy efficiency and saves money. \_\_\_\_\_

## 1 HOW SAFE ARE YOU?

**The recent** Oilheat Consumer Research Study revealed that many people, particularly younger ones, have huge misconceptions about the safety of heating with oil.

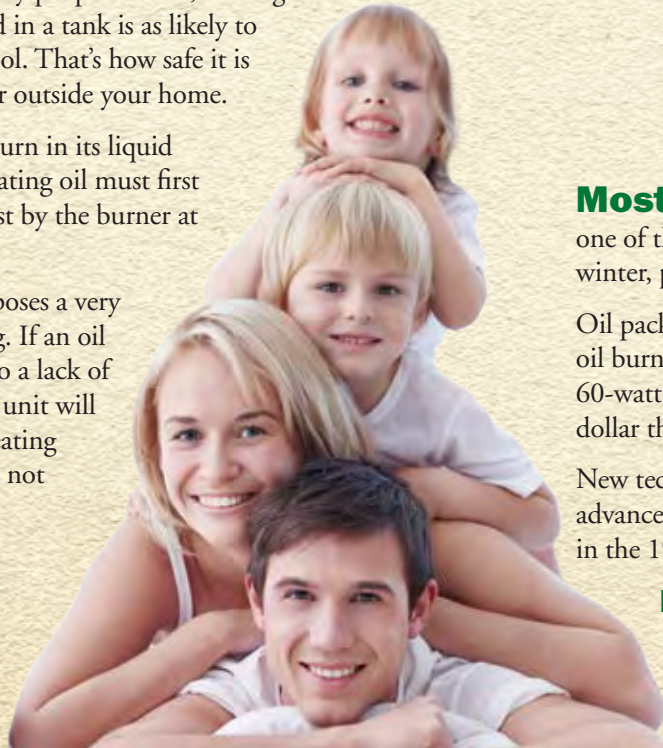
The fact is, oil-heated homes are incredibly safe! Here's why.

**No explosions.** Contrary to what many people believe, heating oil cannot explode. The oil that's stored in a tank is as likely to explode as the water in a swimming pool. That's how safe it is to store heating oil in your basement or outside your home.

**No fire hazard.** Heating oil cannot burn in its liquid state. Before combustion can occur, heating oil must first be vaporized and turned into a fine mist by the burner at temperatures above 140°.

**No dangerous surprises.** Oil heat poses a very low risk of carbon monoxide poisoning. If an oil burner malfunctions (most often due to a lack of maintenance), the safety devices in the unit will typically shut the furnace off. Other heating sources—like natural gas—usually do not afford a homeowner this protection.

**Bottom line: It's a myth that heating oil cannot be safely stored inside a home.**



# TRUTH VS MYTH

Turn it up or leave it alone? Shut it off?  
Switch to another fuel to save money?

Figuring out how to lower your energy bills  
while staying comfortable can be confusing,  
especially when it's hard to separate  
truth from myth.

## 2 WHAT'S MORE EFFICIENT?

**Most people** who have owned an oil-heated home will tell you that “cozy comfort” is one of the best benefits of oil heat. When temperatures drop to the single digits, as they did last winter, people really appreciate their oil-heated homes. What's the secret? *Efficiency!*

Oil packs a wallop of heating energy, providing comfort **and** efficiency. For every gallon of oil burned, nearly 140,000 Btu's of heat are produced. That's the equivalent of about 70,000 60-watt lightbulbs. That's why heating oil consumers get about **40% more** for their heating dollar than the folks who heat their homes with natural gas.

New technologies have dramatically increased the efficiency of heating with oil. Because of these advances, homeowners who heat with oil typically use **50% fewer gallons** of oil per year than in the 1970s—700 gallons now versus 1,400 gallons back then.\*

**Bottom line: It's a myth that natural gas is a more efficient heating fuel than heating oil.**

\*Source: National Oilheat Research Alliance

## 3 LET'S CRANK UP THE HEAT!

**Have you done this before?** It's a super-cold winter evening and you arrive at a home that feels chilly. You immediately stride to your thermostat and move the temperature setting as high as it will go. You smile as you hear the burner kick on. Now, you think, the house is going to get warm really fast. *But is that the truth...or a myth?*

The fact is, your furnace or boiler doesn't work like a car—there is no gas pedal to step on to make it go faster. Your system will produce heat at the same rate regardless of whether your thermostat is set to 68° or 85°. Setting the thermostat higher just makes your system work longer and burn more fuel.

**TIP:** For better temperature control, trade in your old digital or manual thermostat for a wireless remote smart thermostat. After you register it online, you can access it from any location and adjust temperatures for both comfort and savings.

**Bottom line: It's a myth that your home heats up faster when you turn the thermostat all the way up.**



## 4 GET WHAT YOU PAY FOR

**It seems logical.** Your old, 50% efficient boiler has reached the end of the line and you replace it with a new oil boiler with an 85% efficiency rating. With such a big boost in energy efficiency, all you have to do now is sit back and count all the money you will save on heat for years to come. **This is true—under one important condition:** Your new boiler needs to be sized and installed correctly.

**Sizing it up.** Sizing refers to how much Btu power the system has. If a contractor installs something too powerful (oversized), it will give you more heat than you need, wasting energy and money. But if the system doesn't have enough power (undersized), your home will not feel comfortable; you will also spend more on fuel because the boiler will keep turning on.

To determine how much power your home's heating system needs, we do tests to figure out how much heat your home loses in the winter.

**Installing it right.** Once we select a properly sized system, we install it the right way. This requires skilled technicians with specialized training. The biggest mistake people make when they purchase new equipment is choosing the wrong contractor. Some contractors will be glad to sell you equipment at a low price—but won't be available if it doesn't work properly. Or you may encounter a salesman who wants to sell you “the latest thing”—but won't tell you about design flaws that cause the system to work poorly.

**Bottom line: Installing a new heating system will increase energy efficiency and save you money as long as the boiler or furnace is sized and installed correctly.**





## Bioheat® makes oil heat customers feel better

**Q: What does B20 mean?**

**A:** It means a Bioheat® blend of 20% biodiesel and 80% ultra-low-sulfur heating oil, which we mix electronically at our own marine storage terminal. Bioheat is a 100% American-made product.

**Q: Is this the same fuel that other companies are delivering?**

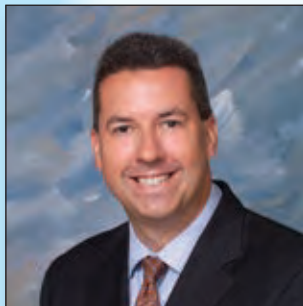
**A:** No. Westmore is the only fuel company in this area that delivers **B20 Bioheat**. Other companies use only at best a 2% or 3% blend of biodiesel. Because of our higher blend, B20 Bioheat burns more cleanly than natural gas.

**Q: Does it cost more?**

**A:** We don't charge you any more for our Bioheat fuel. In fact, you actually save money. Clean-burning Bioheat improves heating system efficiency, extends equipment life and reduces service calls. Our New York customers also get a 20¢-per-gallon tax rebate (see our website for details).

**Q: Do I have to make any changes to my heating system before I can use this fuel?**

**A:** No modifications are necessary.



Sean Lytle, our oil delivery operations manager, answers questions about Westmore's B20 Bioheat

## the future of comfort control is here!

**Imagine being able** to monitor and manage your heating and cooling system from anywhere you have a Wi-Fi connection. Westmore can help you do that!

The new wireless thermostat systems we install allow you to view and change temperature settings, check local weather conditions and more, all from your smartphone, PC or tablet device.

You can even receive alerts to let you know if there is a sudden or drastic change in temperature that could indicate a breakdown.

Contact us today and ask about our wireless comfort control systems!



P.O. Box 5236 • Greenwich, CT 06831

**B20 BioHeat® Fuel • Biodiesel Fuel**  
**Heating Equipment Sales & Service**



PRESORTED  
 STANDARD MAIL  
 U.S. POSTAGE  
**PAID**  
 DG3

## ask the Expert

**Q: What should I do if I have no heat?**

**A:** If you lose your heat, never fear: We are here for you 24 hours a day. But sometimes there is a simple fix that can help you avoid a costly emergency service visit.

- ☐ Check to make sure that the **power switch** (shown at right) for your system hasn't accidentally been turned off.
- ☐ Check for a blown **fuse** or a tripped **circuit breaker**.
- ☐ See if your **thermostat** is properly set; if you have a digital screen and it's blank, you probably need new batteries.



☐ Make sure you have **oil in your tank**.

☐ As a last resort, press the **reset button** on your oil burner **once**. (Pressing it more than once can flood the system with oil.)



Dwight Eisenhower  
 service dispatcher

If you still can't get your heat back, give us a call and a member of our service team will be available to help you.