



warm thoughts and cool ideas

from

WILSON

The People You Can Trust.

Heating Oil

Air Conditioning and Heating

spring 2004

PERSONALLY SPEAKING

don't let your home make you sick

Dear Friends,

According to the federal Environmental Protection Agency, the air in your home can be *two to five times more polluted than outdoor air!*

The Asthma and Allergy Foundation of America says allergens like mold, pollen and dust mites can aggravate a host of problems, including asthma, sneezing, headaches and chronic fatigue.

This is why we offer a comprehensive range of indoor air quality solutions.

Help your whole family feel better and stay healthier by having us install a **whole-house HEPA filter**. (HEPA stands for high efficiency particulate arresting.) It can remove up to 99% of particulate



contaminants, according to the American Lung Association.

Protect your indoor air from biological contaminants with **ultraviolet (UV) lights**. It's the same technology used in hospitals to sanitize the air in operating rooms. A UV light sterilizes the air in your duct system, fighting mold and other organisms.

Call us or return the enclosed reply card today for healthier indoor air.

Warmly,

David O'Connell

P.S. Take advantage of our spring specials on indoor air quality equipment. See enclosed response card for special offers.

selling your home made easy

When one of our customers was selling his home, the first thing he did was contact a real estate agent. Next, he called us—to help with potential obstacles to the sale.

Here's what we did:

- We evaluated the heating system and gave it a positive rating, which raised the market value of the home.
- We provided a proof-of-contents statement for the amount of oil left in the fuel tank so the home seller received full value for it.
- We transferred the service plan to the new owners so they wouldn't have to worry about unexpected repair bills.

If you're selling your home, call us or return the enclosed card for more details.



if you're remodeling...

Please let us know if you have a remodeling project that is near your oil tank or fill pipe. (One customer once built a deck over his fill pipe and our driver couldn't reach it to fill the tank!)

By keeping us informed, you can prevent problems that could get in the way of your oil deliveries.

win a mosquito trap for your yard!

Pesky pests won't spoil your outdoor fun this summer if you're the lucky winner of the technologically advanced propane-powered mosquito trap from Lentek pictured here. Our second place winner will receive a FREE dinner for two.

To enter our contest, read pages 2 and 3 and then answer the following questions. Write your answers on the enclosed reply card and mail it back to us.

1. How many times more have natural gas prices risen in the past 20 years compared to heating oil prices?
2. Properly placed trees and shrubs can cut your energy costs by up to how much?
3. What was the tank size of the oil-fired water heater that allowed a family of 13 to never run out of hot water?

Retail value: \$380. The Lentek mosquito trap combines the five most effective mosquito attractants known, so you can enjoy your yard, patio or deck in comfort and safety.

Entries must be received by July 15, 2004. Good luck!

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

LENTEK



don't make comfort system decisions on price alone

If you found a great price on a new computer system but then learned it didn't include the monitor or any software, it wouldn't look like a bargain any more, right?

One of our customers ran into a parallel situation when she was shopping for a new home comfort system. She had informed us that she had accepted a bid that was lower than ours on a new system. We asked if we could check out the other company's bid.

Just as we had guessed, the lower bid did not allow for any customization during installation. (A new system will not operate properly if the installer uses a cookie-cutter approach and does not make adjustments

to achieve a good fit between the equipment and your home.)

When we explained the importance of this to the homeowner, she understood why the bid was so low, changed her mind and trusted us to do the job.

we explain what goes into your total cost

Using price alone to make a decision about a new comfort system can cost you more in the

end. A bid is really nothing more than a promise to install a specific piece of equipment at a certain price. But your comfort depends on a lot more than the equipment you choose. If the system is installed incorrectly:

- ❖ your energy bills won't be as low as they could be.
- ❖ the life span of the equipment will be shortened.
- ❖ you may have frequent repairs and breakdowns.

To help you make an informed decision, we'll be glad to help you compare any bids you've received on new equipment. We'll then explain what we will do to guarantee that your system is installed the right way.

Please call for more information. We'll set up a no-obligation consultation with you to solve your problems, improve your comfort and save you money over the long run.



landscaping can be energy efficient too

A well-planned landscaping design can not only make your home more attractive, it can conserve energy by creating energy-saving shade. In fact, planting the right trees and shrubs in the right location can **reduce your annual energy costs by as much as 30%.***



✿ Plant trees and shrubs for shade on the western side of your home. They will help block the heat of the afternoon sun and reduce your air conditioning costs.

✿ Use shrubbery to provide shade for your air conditioner's outdoor condenser too, allowing it to run more efficiently.

Caution: Don't plant trees or shrubs too close to the unit. Keep about one foot of space between plantings and the condenser.

✿ Use light-colored landscaping materials, such as white decorative stones, to reflect heat away from your home.

* Source: U.S. Department of Energy

is your roof leaking from the inside?

If your house "grew" icicles this winter, it may be a sign that you're losing heat through your attic. Icicles form when a roof's "hot spot" melts snow. The water trickles to colder spots on the roof and freezes. (The water that gets nearest to the ground is the icicle.)

Eventually, ice dams can form. These mounds of ice, some as high as eight inches, may result in costly roofing repairs. (Water trapped behind the ice can seep down through the roof into the home.)

The solution is to prevent the heat loss by improving insulation in the attic and increasing airflow to it. Besides preventing damage to your roof, these steps will reduce your heating costs. You'll also save on air conditioning bills because your attic will retain less heat in the summer.



Now is the time to make improvements to avoid problems next winter.

higher efficiency really does pay off

How efficient should my new central air system be? That's a question we hear a lot from homeowners who are considering replacement of an old inefficient system for a new one.

While the minimum government standard for central air conditioner efficiency is 10 SEER,* we recommend that you invest in a higher efficiency system. In general, the higher the efficiency rating, the higher your

up-front cost for a new system. However, your investment **will be returned to you several times over** in energy savings during the system's life span, according to the U.S. Department of Energy.**

The chart below compares energy use and costs for central air systems with efficiency levels in the low, middle and high ranges. **The figures are based on national averages so your savings may be even greater,**

depending on where you live and the size of your house.

We can perform a comprehensive analysis of your home and give you our recommendation. After your decision, we'll follow up with a high-quality installation. (See story on opposite page.)

* SEER stands for Seasonal Energy Efficiency Ratio
** Source: DOE/GO-10099-379 FS 206, June 1999

efficiency level of new a/c system	SEER (seasonal energy efficiency ratio)	annual energy use	annual energy cost	projected 15-year energy cost	projected 15-year energy savings
low	10	3,600 kwh	\$216	\$2,350	—
medium	13	2,770 kwh	\$166	\$1,880	\$550
high	16.5	2,000 kwh	\$131	\$1,420	\$930

Source: U.S. Dept. of Energy. Assumes cooling capacity of 36,000 Btu/hr and 1,000 cooling load hours annually. Based on national average electricity price of 6 cents per kwh, including demand charges. Savings will vary depending on size and design of home, type of cooling system, climate and other factors.

turn your home into an allergy-free refuge

For a lot of people, looking ahead to spring also means looking ahead to sneezing, sniffing and suffering. Along with the rise in daily temperatures



comes an increase in allergy-triggering particles that can make life downright miserable.

The good news is that today's technology gives you the ability to turn your home into an allergy-free refuge.

A quality air cleaner will stop dust, mold spores and other allergens and contaminants from circulating through your home every time your air conditioner comes on. Another solution is attaching an air purifier to your cooling system to prevent germs, bacteria and mold from sprouting.

These are just two examples. Call us to find out more so we can help you turn your hay fever into spring fever.

filter-friendly advice

“For the want of a filter, a furnace was lost.”

If Ben Franklin were in the home comfort business, he would have written it this way, instead of making observations about a horse and a kingdom.

That's because Ben would have had the experience of seeing so many home comfort systems “reined in” by clogged air filters. Air filters can make a big difference in your comfort—and in your savings too.

You may have a high-efficiency system, but if its filters are clogged, your energy costs will be higher, your home will feel less comfortable and you may even face an



equipment breakdown.

The exact location of a filter can vary, but in general you'll find it somewhere along the return air duct of your system. Filters are commonly found in walls, ceilings, furnaces or the air conditioner.

Many of the new filters slide in and out so it is easy to remove them and put them back. After removing the filter, the next step—depending on the type of filter you have—is to replace it or wash it. (Follow manufacturer's guidelines.)

When putting a filter back into your system, make sure the arrows on the filter point in the direction of the airflow.

Important: Always turn off the power to your system before changing the filter.

maintenance tips

- ➔ On average, filters should be checked once a month. Write the date on the filter to help you remember when you changed it last.
- ➔ Besides making a visual inspection, you can check the filter's condition by placing your hand in front of it when the system fan is running. If you don't feel a lot of air blowing, the filter is probably dirty.
- ➔ Schedule preventive maintenance on your system today. Our technician will show you where your filters are and how to change them.

These tips are general guidelines for filter maintenance. Not all of them may apply to your system or particular circumstances.

don't forget your humidifier

Here's a maintenance tip for both portable humidifiers and central humidification systems. Turn off the power to the unit and clean the reservoirs with an antibacterial solution, available at most hardware stores. This will prevent bacteria growth and eliminate the buildup of mineral deposits, which can extend the life of the unit.

P.O. Box 185, Wallingford, PA 19086

Call us! (610) 566-7600

www.wilsonoil.com



Buderus
HYDRONIC SYSTEMS

★ how healthy is your home's air?

★ win a mosquito trap for your yard*

*No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

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dollars and scents—candles can be costly!

Scented candles. They create a warm cozy atmosphere in your home and can make it smell perfumed or fresh and clean. Candles can even mask the odor of tobacco smoke. Unfortunately, scented candles can also cause serious damage from soot.

Most people don't realize that the scents of scented candles come from oils in the candle wax. The more oil in the wax, the stronger the scent. These oils, however, also promote soot, which can coat nearly every surface in your home, including furniture.

surprisingly costly

Ron Bailey of Bailey Engineering in Florida tests the impact of scented candles on homes. For one test, he burned four candles for 15 hours in a test home. Soot was found on walls, appliances and drapes.

Bailey has seen cases where candle soot has caused tens of thousands of dollars worth of damage. "It's eye-opening," he says. "They had to replace the carpets and clean and paint the walls."

household cleaners ineffective

Candle soot forms an electrically charged bond with walls, fabric and carpets, a bond so strong that household cleaners

are ineffective. Once candle soot is on your furnishings, there's often little choice but to buy new furniture or replace soiled surfaces.

When candle soot contaminated the duct system of a home in Texas, nearly \$200,000 in damage resulted. The ductwork and the home's furniture had to be replaced.

Frank Vigil, a building specialist from North Carolina State University, investigates home damage from candle soot for insurance companies

like State Farm. Candle soot is becoming "near epidemic in proportions," he says.

Because candle soot is not specifically addressed in homeowner policies, insurance companies may not pay for the damage.

Another catch is that the damage from candle soot occurs over long periods of time and is the result of homeowner action.

take precautions

If you use candles, soot is inevitable, but there are some things you can do to minimize soot deposits:

- ▶▶ Keep wicks trimmed to one-quarter inch in length.
- ▶▶ Never burn candles near a draft.
- ▶▶ Dispose of candles that burn unevenly.



Scented candles could be damaging your home with soot!

SNAPSHOT

If you've called us lately, chances are you've heard the friendly voice of Gerri Hash, who is our new customer service representative.

Before joining us six months ago, Gerri worked in customer service for an electronics company.

"My son David is one of the service technicians here, and he told me what a nice place it was to work," says Gerri.

"So I came in when there was an opening. It's such a nice environment."

Gerri takes your telephone calls, answers customers' questions, schedules service appointments and handles our billing.

"We try our best to be helpful and friendly and to take good care of our customers," says Gerri.

When she's not working, Gerri enjoys gardening and spending time with her three sons, David, Kevin and Jeffrey; two grandchildren, Danny, 5, and Jamie, 2; and two cats, Boo and Sazi. Gerri also has a third grandson who is "on the way."



Gerri Hash, customer service representative