



# warm thoughts and cool ideas

from

**WILSON** The People You Can Trust.

Heating Oil

Air Conditioning and Heating

early winter 2007

## PERSONALLY SPEAKING

### biofuel: not quite ready for prime time

Dear Friends,

Throughout our eight decades in business, we have always made a concerted effort to find out what is important to our customers and to stay in the forefront of offering them new products and services.

Lately, some of you have asked us about **biofuel**, an alternative fuel that blends traditional heating oil with plant-based oils. Biofuel that is made up of either 2% or 5% feedstock oils is now in use by some consumers. Anything above a 5% blend is not approved by Underwriters Laboratory for use in heating equipment.

Biofuel looks promising, but for now I'm viewing it as I would a new drug that hasn't been fully approved by the Food and Drug Administration. We are not offering it to you yet because of some drawbacks we see.

#### Potential equipment problems.

Biofuel gels more quickly in cold weather



David O'Connell

than pure heating oil. This would cause problems for people who have outside storage tanks.

**Availability.** At this time, we are unaware of any biofuel suppliers in the greater Philadelphia area. The closest suppliers we know of are in Allentown and Lancaster. The cost of transporting the fuel such

a long distance would be prohibitive.

We will continue to keep you informed about biofuel. When we can offer it to *all of our customers*—with complete confidence that it won't compromise your comfort, your peace of mind or your wallet—we will gladly do so.

Warmly,

David O'Connell

### tune-ups keep problems "on ice"



Because we're such firm believers in the value of annual tune-ups, we worked extra hours over the summer and fall so we could complete 100% of our preventive maintenance work by the end of November.

Our expert technicians have done more than 3,000 tune-ups this year, finishing two-thirds of them before the end of the summer. Our goal was to get 75% of tune-ups done by this point.

As you know, we try to schedule as many tune-ups in the summer months as we can. This keeps us free to respond quickly to the emergency no-heat calls we will receive over the next few months. With fewer tune-ups to do, we can also provide you with more scheduling flexibility.

If you still need your system tuned up, please call us or return the enclosed card.

## Win a Sony Micro PC

Do you believe great things come in tiny packages?

Then enter to win a Micro PC. It's a fast full-functioning computer in a tiny package.

Read this newsletter and answer the questions on the enclosed reply card. If we receive correct answers from you by Jan. 15, 2007, we'll enter you in our Micro PC drawing.

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

Congratulations to Dan Quist, winner of the washer and dryer set in our spring newsletter contest.

#### Sony VAIO® UX Micro PC:

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**H**ere at Wilson Oil, total comfort is not just a buzzword. That's why we recommend **Carrier's Infinity Series whole-house comfort systems.**

You will not only improve your family's total comfort, but if you install a system now you can get a **FREE furnace or fan coil.\*** Infinity systems from Carrier do more than heat and cool your home; they are total comfort centers that manage every aspect of your home's climate.

An Infinity whole-house system can run at different speeds and intensities, so it can provide constant, even temperatures. A programmable thermostat and automatic zoning allow for even greater temperature control—and that saves you energy.

These comfort systems also improve indoor air quality, with HEPA filters, ultraviolet-light air purifiers and year-round humidity control. To learn more, return the enclosed card or call us.

**GET A  
FREE FURNACE  
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conditions apply.

## not your father's oil heat

**M**ost people aren't aware that oil heat has changed for the better in the last 30 years. Today, heating with oil is cleaner and more efficient than ever. Modern systems burn 95% cleaner, and significant improvements in efficiency mean they use much less oil to produce the same amount of heat.

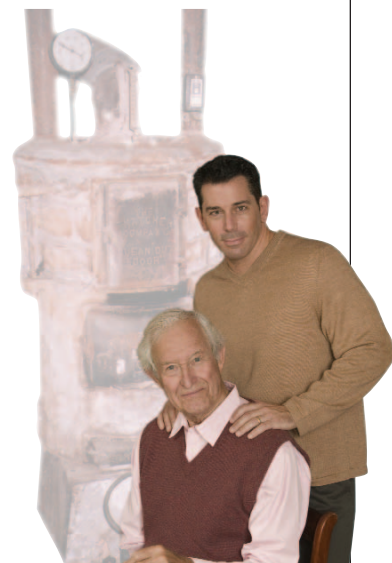
Efficiency levels as high as 95% have been achieved, thanks to innovations in technology. That matches the levels of the most energy-efficient natural gas systems.

One example is the **condensing oil-fired furnace from Adams.** It recaptures heat, which is lost in conventional furnaces, by condensing water vapor into a liquid. This heated liquid then flows into a liquid-to-air heat exchanger, and the "recycled" heat is then used to warm your home.

Also new is the **Buderus condensing boiler, featuring the Blue Flame burner.** The Buderus G125BE Low Nox boiler has 90%-plus efficiency ratings. Its low nitrous oxide output means less pollution in the atmosphere.

*At this time, we're the only oil heat dealer in the area with the expertise to sell, service and install the Buderus G125BE boiler.*

Please call us or return the enclosed card if you would like more information about the "new" oil heat.



## assuring you the best

**E**arlier this year, we launched a quality control program to enhance and ensure the ability of our service department to give you their very best.

The program includes visits to customers' homes by our Quality Team, either while a job is in progress or when the work is completed. More than 150 quality checks have been made in the six months or so since last spring. Team members

observed outstanding work performed by our experienced technicians, and also found some opportunities to improve and expand our training program.

Some of our drivers are now able to do tune-ups, having earned their bronze certification from the National Oilheat Research Alliance. They've had 80 hours of classroom training and passed an exam.

Training our employees is a big part of providing you with the best service in the area.

