



warm thoughts and cool ideas

from **WILSON** The People You Can Trust.
Heating Oil Air Conditioning and Heating

summer 2005

PERSONALLY SPEAKING

we'll get through this together

Dear Friends,

This is turning out to be one of the most challenging columns I've written over the years. We are still on the roller coaster of high energy prices (heating oil, natural gas, propane, gasoline). Many of you have expressed your concerns with me about these high prices and asked what is causing prices to remain high. There is no easy answer. The fact is, many factors are causing prices to remain high. To help answer some of those questions, I have enclosed a brochure that explains what's happening now in the world energy markets.

Believe me, I am just as troubled as you are about this situation. We have worked hard this year to shield you from high prices. For example, our price cap protection saved our **Service Advantage** customers an average of \$200 this past heating season. In another effort, we have been partially filling your tanks to shield you as much as possible from high prices. Unfortunately, this practice cannot last indefinitely because it wreaks havoc with



our delivery system.

A few customers have expressed the fear that Wilson Oil is taking advantage of the situation to make more money. Nothing could be further from the truth. We are actually absorbing between 5 cents and 10 cents a gallon in an effort to protect you.

Right now we're working on arranging our fuel contracts for next season. With the market on its current roller-coaster ride, it is proving to be a very challenging process this year. It's possible that we may not be able to make all our purchases by the time your new monthly payments are recalculated in August. Please be patient. We are working very hard to provide you with the best price protection program possible.

On behalf of all the Wilson Oil employees who work so hard to secure your comfort, thank you for your loyalty.

Warmly,

David O'Connell

spring into clean air

Having a well-insulated home is great for maintaining comfortable room temperatures and conserving energy. A tightly sealed home, however, also traps pollen, dust and other airborne contaminants inside. This can cause major discomfort for anyone coping with allergy, asthma or other respiratory problems.



It's no wonder then that the U.S. Environmental Protection Agency says that the air inside a home, in some cases, can actually be *more polluted* than the air outside.

To rid your home of unhealthy air, we recommend installing a **whole-house air cleaning system** with a HEPA (high efficiency particulate arresting) filter. It can remove up to 99% of pollen, mold spores, animal hair, dust mites, and other particles that may be circulating through your home.

An air cleaning system not only makes your home healthier, it keeps your hot air furnace and central air system running more efficiently, saving you money on energy bills.

For more information about improving the air in your home, give us a call today.

Install an
air cleaner
before Aug. 31
and take
\$150 OFF
the regular price.

visit our new website!

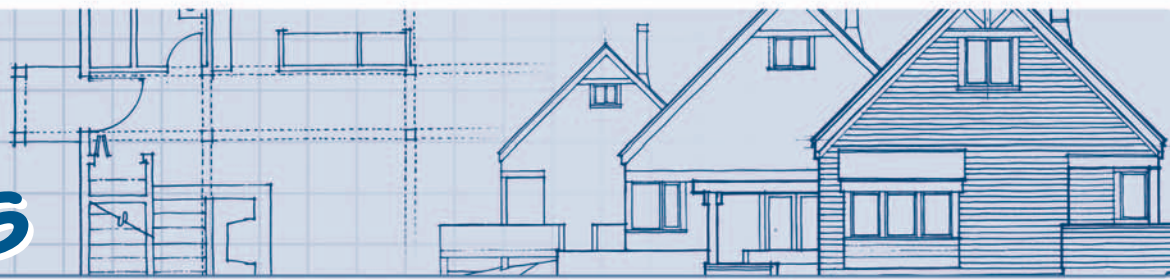
One of our goals is to make life a little easier for customers. That's why we've overhauled our website to make it more user-friendly and informative.

You'll find troubleshooting tips for heating and air conditioning problems, stories from satisfied customers of Wilson Oil, special equipment offers, an archive

of newsletters and page after page of useful information about our wide range of products and services. Soon, you will also be able to set up an online account with us, which will save you the trouble of making phone calls.

We look forward to your online visit at www.wilsonoil.com.

Your Blueprint for Comfort and Savings



Is your home as comfortable as you want it to be? Take a tour of our “model home” and learn how you can get more cozy and offset rising energy prices through conservation and efficiency.

1. Water Woes?

One of the most common comfort problems is a lack of hot water, and the reason is usually a simple one. The water heater cannot keep up with the demands of your family.

Here’s a solution. If you have an oil furnace, you can get plentiful water at low cost with a direct-fired, oil-powered water heater. This is a much better option than an electric or gas water heater, which take longer to “recover” hot water and cost you more money.

If you have a high-efficiency boiler, the best choice is an indirect water heater because you only need one burner to heat both your home and your water. You’ll get an ocean of hot water, whenever you want it, at the lowest cost possible.

SAFETY TIP: The Consumer Product Safety Commission suggests that water heaters be set to a maximum temperature of 120° F to avoid scalding accidents. For homes with older dishwashers, a water temperature setting of 140° F is required to clean dishes properly. This usually isn’t an issue with newer dishwashers because most of them have a built-in water temperature booster.



2. When to Replace Your Heating System

If you take good care of your heating system with annual maintenance, it can last for decades. As systems get older, however, parts become obsolete and repairs get more costly. What’s more, any system

older than 15 years is inefficient by today’s standards. That means you’re spending more on heat than your neighbors with a new system do. So, even if your old system is still working, replacing it can make sense.

Replacing old heating equipment gives you:

- ▶ lower fuel bills.
- ▶ a more comfortable home.
- ▶ plenty of hot water.
- ▶ an increase in the value of your home.
- ▶ a positive return on your investment that’s also tax-free.

3. Chimney Care

The National Fire Protection Association recommends that chimneys, fireplaces and vents be inspected at least once a year. Chimney blockage is a common reason for carbon monoxide buildup in homes. Prolonged neglect can

also lead to a buildup of creosote, which can deteriorate your chimney liner and cause a chimney fire. (Creosote is a natural by-product of burning wood.)

Also, a clean flue will improve your heating system’s efficiency by allowing combustion gases to vent properly. Regular chimney cleanings are especially

important if you have a wood stove, fireplace or old heating system.

SAFETY TIP: Have a chimney cap installed on top of your chimney. It will protect the inside of your chimney from snow and rain, contain sparks and cinders, and keep birds and small animals out.



40% more Btu’s of heat than an equivalent amount of natural gas.

And because gas is made up of more hydrogen than oil, gas produces more water vapor. Water vapor turns to steam and is vented up the chimney. With gas, there is a 10% loss of water vapor; with oil, it’s only 7%.

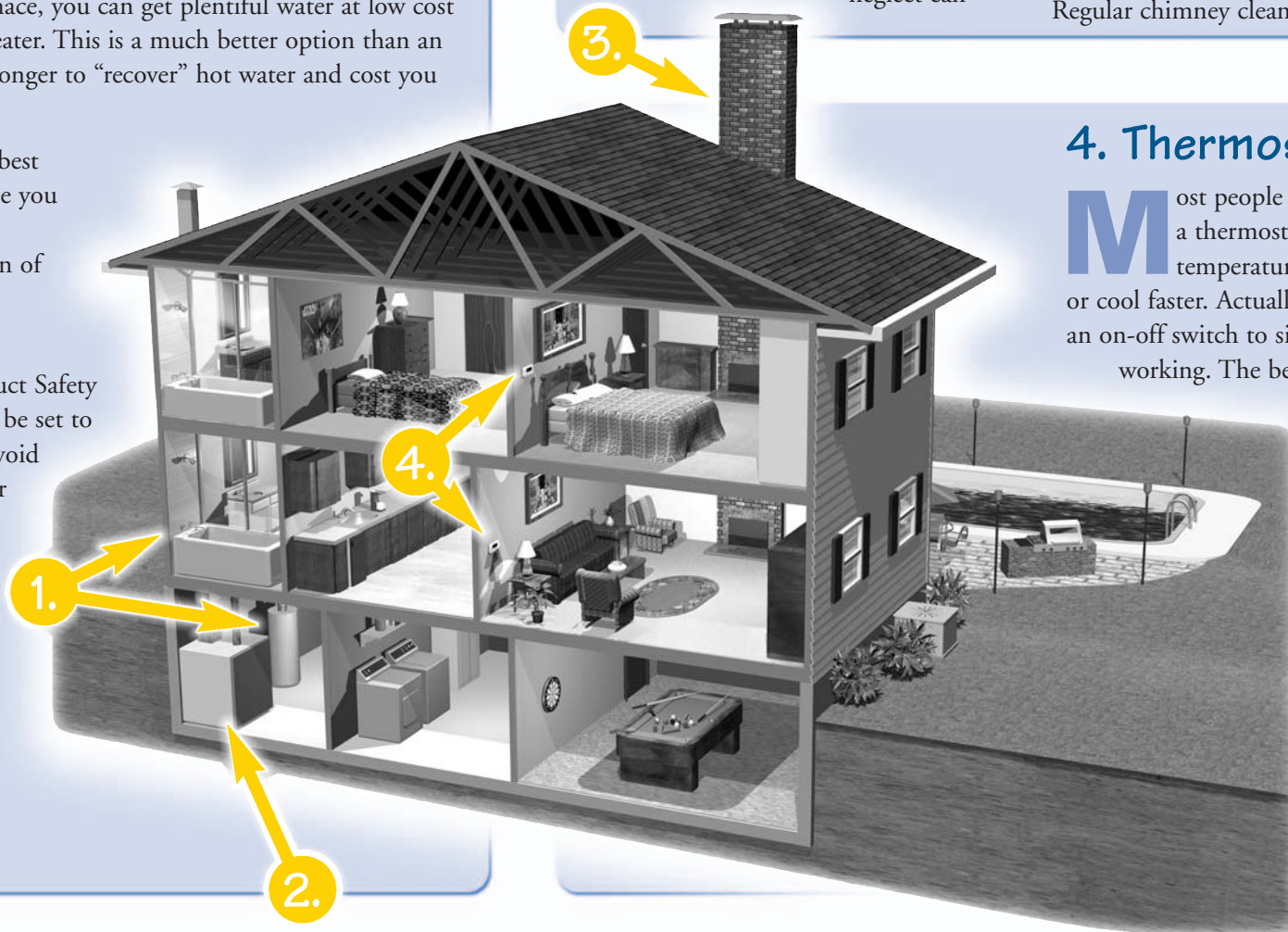
New study says oil is better for the environment.

A recent study by leading European environmental analysts* of global warming potential over the next 20 years says that the extra energy and environmental costs needed to produce and deliver natural gas make gas heating “notably more environmentally damaging than



oil heating.” Liquid propane gas is even more dangerous to the environment because leakage occurs every time a tank is filled or changed, the report says.

* Fichtner of Stuttgart, Germany



4. Thermostat Tips

Most people mistakenly believe that setting a thermostat higher or lower than the desired temperature means your home will get warm or cool faster. Actually, a thermostat functions more as an on-off switch to signal your system to start or stop working. The best strategy for thermostat use is to

agree on a temperature that will keep everyone reasonably comfortable. For convenience, and to save money, use automatic setback thermostats; they’re reliable, easy to use and help save money on heating and cooling costs.

ENERGY SAVER: Save about 10% on heating costs by lowering the temperature 10° for eight hours each day. Don’t reduce the temperature by more than 10° from the normal setting, however. Not only will it take extra time to reheat your home, it will take extra fuel—more than if you hadn’t set back the temperature at all. You’ll also risk frozen pipes in the winter. Use a similar strategy to save on cooling bills in the summer.





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★ save \$150 on an air cleaner

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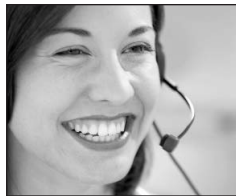
staying ahead of air conditioning technology

Q: *I heard there are new regulations on central air conditioning systems. What's going on?*

A: New federal regulations, which go into effect in January 2006, will raise the minimum efficiency of all new air conditioning installations from 10 SEER to 13 SEER.* This means manufacturers will no longer be making 10-SEER air conditioning systems.

Q: *How will this affect me?*

A: If you have an old 6-SEER cooling system, you may want to think about installing a 13-SEER unit now. **It could cut your air conditioning costs in half** and your home will be more comfortable. Plus, it would be a wise move to make the switch now—at today's



prices rather than tomorrow's—as manufacturing costs for air conditioning systems continue to rise.

Q: *I heard Freon won't be used anymore. True?*

A: Yes. To protect the ozone layer, no central air system with Freon will be manufactured after 2010. As Freon is phased out, it will become more and more scarce and its price will rise. This is another reason for replacing an older cooling system. The **Carrier** central air systems we install use environmentally friendly refrigerants. In fact, Carrier has offered systems with environmentally friendly refrigerants since 1996—the first manufacturer to do so.

Please give us a call to find out more.

* The efficiency of central air systems is regulated by the U.S. Department of Energy. Systems are tested and assigned Seasonal Energy Efficiency Ratio (SEER) ratings.



winner's circle

Customers who have returned our surveys have been enjoying some tasty meals lately—and we've been picking up the tab.

Congratulations to our latest winner, **Ingeborg Marsh** of Media, who won dinner for two at the **Rose Tree Inn**.

Thank you to everyone for returning the customer satisfaction surveys. We value your opinion! Please keep returning them for more chances to win a free meal!*

* No purchase necessary. A purchase will not improve chances of winning.

SNAPSHOT

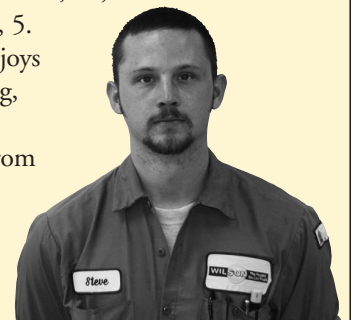
Met Steve Kimmel, a Wilson Oil service technician for the past two years. His can-do attitude and willingness to learn exemplify the character of our entire service department.

Like all our technicians, Steve takes tremendous pride in his work and our customers have noticed.

"I like helping people," he says. "When you can fix something and make someone's home comfortable again, that's rewarding. Every service call can be a new challenge because you're never sure what you're going to be up against. But that's why this is such an interesting job."

It's a learning experience too. Steve, along with our other employees, attend regular training sessions, both in-house and off-site, to keep pace with the latest technological advances in heating, cooling and other aspects of home comfort.

Away from work, Steve finds comfort with his family. He and his wife Carla have two sons, Damian, 10, and Stephen, 5. Steve also enjoys woodworking, having built everything from sheds to furniture to a soapbox derby car.



Steve Kimmel, service technician