

# Holiday Edition Comfort Courier

**DEITER BROS!**

  
Just Right.

 **4 Seasons Security**  
A Division of Deiter Bros.

 Authorized Dealer  
**Security Pro**

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Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 20th Year.

HOLIDAY EDITION 2006

## Personally Speaking

### During this Season of Thanks, We're Thanking You in a Special Way.

Every holiday season, our family looks for a meaningful way to thank the many families we serve.

This year is no exception. During the past 12 months, we have both persevered through the twists and turns of the global energy markets. And while costs have been a challenge for all energy markets—natural gas, electricity, oil—we 89749 remain optimistic that prices are starting to stabilize.

Many of our customers have been with Deiter Bros. for 20, 30, 40 or more years. Like us, these veteran customers have seen energy price swings before. But through it all, they've learned that our family will do whatever it takes to deliver innovative programs, products and service aimed at stretching your energy dollars. So whether you're an old-timer or a newcomer, here's another holiday way we hope to save you fuel dollars while increasing your indoor comfort.

In this issue, you'll find a one-time feature that we call Deiter Brothers LOYALTY REWARDS. Exclusively for you—our loyal customers—this program delivers deep-discounts on our finest products and services... from humidifiers up to our top-of-

the-line Signature Series heating systems.

All are available at lower prices available exclusively to loyal Deiter customers. All are backed by the proven performance that has been the hallmark of our family business since 1929.

If it's time to upgrade your indoor comfort or security, here's your

chance to do so and save big in the bargain. It's our way of saying thanks for your loyalty and Happy Holidays from our family to yours!

Warmly,



**James G. Deiter**  
Vice President  
Deiter Bros.  
Heating • Cooling • Security



## In This Issue

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**Named #1**  
FOR A RECORD  
**20th Year!**

**Who's '07**  
**Who**  
IN BUSINESS  
Lehigh Valley

## Win!

**FREE Heating Oil!**

There are 10 customer account numbers hidden throughout the articles in this issue of The Comfort Courier. If one of these numbers is yours, you're an INSTANT WINNER of 20 gallons of free heating oil.

We've printed your customer account number on the mailing label. Check it, then read these pages carefully. If you spot your number, give us a call and we'll immediately credit your account with 20 free gallons.

**GOOD LUCK!**

●●● Winter 2007 ●●●  
**WEATHER FORECASTS**

We don't know if those guys at the Farmer's Almanac are using meteorology, woolly caterpillars or a crystal ball to make their weather forecasts, but they've been in the prognostication business almost 150 years so we'll take their word for it on these predictions for early 2007.

*January*

Break out the thermal underwear as cold weather grabs our Lehigh Valley with temperatures 7 degrees below average with snowstorms hitting hard near midmonth accompanied by bitter cold through to month's end. Anybody know 25904 a good heating company?

*February*

After January, February may feel almost balmy with temperatures rising 7 degrees above average. Lots of rain is called for throughout the first half of the month, including Valentine's Day so plan on some indoor activities with your sweetie. The last week promises to be warmer and sunny.

*March*

Typically, March roars in like a lion but this year it will be one wet critter as rainstorms dominate with one surprisingly strong snow or icestorm near midmonth. Lighter rains sprinkle throughout the remainder of the month with a Spring onion snow and then bring on the daffodils!



**We Must Be Doing Something Right!**

Every year, research conducted by Lehigh Valley's WHO'S WHO IN BUSINESS surveys consumers for opinions on the leading providers of products/services in the Lehigh Valley market.

In the category of heating, cooling and fuel companies, Deiter Bros. has once 168486 again been named #1.

This marks the 20th year that we have been awarded this service distinction. From all us here in the Deiter Family, we thank you for this vote of confidence and vow to continue working hard to earn your trust in the future.

**South Whitehall Family Wins OLDEST FURNACE Contest**

"As far as we can tell, it's the original furnace that was installed when the house was built, and it sure looked it. An original Fred Flintstone model!" That's how Jim Deiter explained it to a jubilant Marty Michalak when informed that his family was the winner of Deiter Brothers Oldest Furnace Contest. Marty entered the contest at the Fall Home Show at Stabler Arena and thought he 35304 might have a shot at winning. "Our furnace was full of old tin patches, duct tape and a burner that looked like a Civil War cannon. The blower made some weird noises when it would start up and was loud enough to wake us up at night."

"Like a lot of younger families, they were trying to get along with an older system that just limped through every winter" Jim said. "But those older units eat up repair dollars and consume a lot more fuel than the newer high-efficiency models. Now the Michalaks will save on fuel and have a more comfortable home every winter." He estimates that the old unit was functioning below 60% efficiency, while the new furnace is getting over 80%. "They'll save a lot of money in fuel every winter from now on." With a second child on the way, the savings are welcome news for this growing family.

*Congratulations!*



A new high-efficiency Deiter Bros. Signature Series furnace was installed by the Deiter team in mid-November, just in time for the upcoming holidays. "Their workmanship was excellent, especially the ductwork. Those guys are real craftsmen and they left the work area perfectly clean," Marty Michalak said.

Wife and young mother Kristin agreed, adding that the new furnace is "so whisper quiet, we can hardly hear it.

But you can really feel the difference in comfort, and we can already see the difference in our fuel consumption. Thanks, Deiter Brothers!"

**What's Your OIL I.Q.?**

Q: We Americans consume about 20 million barrels of oil per day. The vast majority of this oil originates in which country?

- A. Saudi Arabia    D. United States
- B. Hokendauqua    E. Russia
- C. Iraq

Q: After the answer to the above question, which two nations are the leading suppliers of oil to the United States?

- A. United Kingdom and Iran
- B. Venezuela and Angola
- C. Canada and Mexico
- D. Nigeria and Algeria
- E. New Tripoli and Cetronia

Q: Which nation is the largest user of biofuel (ethanol) made from agricultural products?

- A. China                    D. Ireland
- B. United States    E. France
- C. Brazil

Q: 44% of oil for America's use is made into gasoline. What is the next biggest product category for our oil production?

- A. Home heating oil and diesel fuel
- B. Jet fuel
- C. Petrochemicals and plastics
- D. Skin lubricants and hair gels
- E. Propane and butane gases

*(ANSWERS are on the back cover.)*



# 'Tis The Season for Home Heating Safety!

**Consumer safety experts urge homeowners using furnaces, space heaters, or fireplaces to remain vigilant against carbon monoxide (CO) poisoning and fires.**

The Consumer Product Safety Commission (CPSC) and the Centers for Disease Control and Prevention (CDC) strongly recommend professional inspection of all fuel-burning heating systems, including furnaces, boilers, fireplaces, wood stoves, water heaters, chimneys, flues and vents.

"Protect your family this winter," said CPSC acting chairwoman Nancy Nord. "The best way to prevent carbon monoxide poisoning is to have a professional inspection every year and install working CO alarms in your home."

"Carbon monoxide is a silent killer. This colorless, odorless, poisonous gas kills nearly 500 U.S. residents each year, five times as many as West Nile virus," said Dr. Howard Frumkin, director of the National Center for Environmental Health at the CDC. "CO poisoning is a persistent and tragic public health problem that can be eliminated if people become aware of the danger and take some simple steps to protect themselves, their families and their pets."

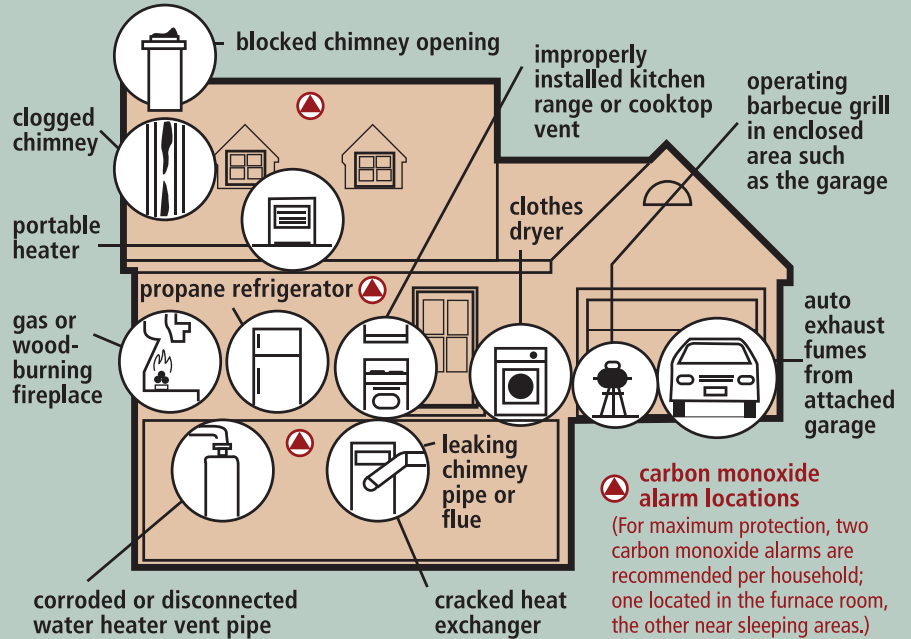
Frumkin said CO poisoning is most common during the winter months, as this is not only when furnaces are most used, but also when the second leading source of CO poisoning, vehicles, is most likely to kill or injure people as they warm up their cars and trucks inside garages.

Each year, at least 15,000 Americans suffer from unintentional, non-fire related CO exposure, according to CDC estimates. CPSC reports that an estimated 188 people died in 2002 from CO poisoning associated with consumer products. The leading source of these poisonings is heating systems.

According to CDC, the most common symptoms of CO poisoning are headache, dizziness, weakness, nausea, vomiting, chest pain and confusion. CO poisoning can cause loss of consciousness and death. People who are sleeping or intoxicated can die from CO poisoning before ever experiencing symptoms.

CPSC statistics show that fireplaces and chimneys are the number one source of home heating equipment fires. They account for about 21,600, or 60 percent, of the nearly 36,000 estimated home heating equipment fires each year from 1999-2003.

## Potential Carbon Monoxide Sources in the Home



## To help prevent deaths and injuries, CPSC and CDC also urge consumers to:

- Have your heating system, water heater and any other gas, oil, or coal burning appliances serviced by a qualified technician every year.
- Install CO and smoke alarms in your home.
- Locate CO alarms outside the bedrooms in each separate sleeping area.
- Locate smoke alarms on each level of the house and inside every bedroom.
- Replace smoke and CO alarm batteries when you change the time of your clocks each spring and fall and check batteries monthly.
- If an alarm sounds, leave your home immediately and call 911.
- Seek medical attention immediately if you suspect CO poisoning and are feeling dizzy, lightheaded or nauseous.

# PA Lawmakers Focusing on CO Alarms

In almost every issue of Comfort Courier, we emphasize the life-and-death importance of having alarms to detect carbon monoxide (CO) in any living space, particularly in places where people sleep. Termed “the silent killer” because of its colorless and odorless nature, this deadly gas can kill without warning when any combustion mechanism is improperly vented. This can include internal combustion engines, hot water heaters, space heaters, stoves, lanterns, furnaces or boilers. Even if an appliance is installed properly, circumstances can change during use—chimneys can get clogged, mechanical devices may fail, etc. The critical point is, you cannot presume anything when your family’s lives are at stake.

As heating professionals, all of us here at Deiter Bros. know how critical it is to protect our community from the potential tragedy of CO. And that is why we press the issue of CO alarms every chance we get.

Last summer, the silent killer struck again when a Pennsylvania man and his 10-year-old daughter were killed by CO in a seaside resort hotel because of an improperly installed hot water heater. As a result of this, a bill has been introduced to make

CO alarms mandatory in all new homes and college dorms. Some business sectors oppose the bill, claiming that CO problems happen only in older homes because of poorly maintained equipment. While it’s true that this can lead to CO issues, the reality is that newer construction is just as vulnerable. Newer homes are tighter and less forgiving. In a newer, tighter-sealed home, it doesn’t take much to create pressure imbalances that can cause negative pressures to back-draft vented appliances or pull exhaust fumes from an attached garage.

All of us here at Deiter Bros. believe you cannot put a price on human lives and that the additional cost of CO warning systems is worth the cost. That is why we install a wide range of affordable CO alarm systems. And why we urge consumers to obtain them—from us, another heating company, a retail home center, any supplier—and keep them in good working order through regular power supply checks and maintenance. This year, hundreds of Americans will be tragically touched by the silent killer.

Please take steps now to avoid being among these victims. If we can help in any way, please call us at 610-868-8566.

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## Commercial Division Corner:

### L.L. Bean at new Promenade Shops has total indoor comfort system by Deiter Bros.

Many thanks to the folks at L.L. Bean for trusting the HVAC system at their new Lehigh Valley store to Deiter Bros. Commercial Division. Making certain that the first regional retail center for America’s most famous outfitter is absolutely perfect was a big responsibility, but our team met every challenge. And we’re proud of them. Next time you’re down at the new Promenade Shops, check out the fantastic new L.L. Bean store.

It’s as big as the great outdoors and a proud addition to our growing Lehigh Valley community.



Deiter Bros.



MAILBAG

After every service job, we ask customers how we did. The following are some of the replies we’ve received recently:

“We’ve been your customers for 47 years. Your team responded quickly to a recent service need we had, fixed it fast and left the work area exceptionally clean. Unlike many services today, the quality of yours has gotten BETTER with time!”

“We’re first time customers and very happy with our recent installation. Dave Begley covered everything and provided us with several references. All of them proved to be as happy as we are with your work.”

“My sister has been a customer for about 60 years and told us this was the best heating company. She was right again.”

“I was referred to you by a friend and am very pleased with the experience I’ve had with your company. Thank you.”

“We have been customers for over 30 years and are very satisfied. More companies should do things the way Deiter’s does.”

# DEITER BROTHERS LOYALTY REWARDS

**NO HASSLE  
REPLACEMENT  
WARRANTY  
YOU ARE COVERED**



High Efficiency

## HEATING SYSTEM

- Cut heating bills up to 35%
- This is our top of the line available with the industry's LONGEST WARRANTY

CALL NOW for Quote and

**SAVE \$250**

plus 100 free gallons of oil  
as Your Customer  
Loyalty Reward



## Honeywell

Automatic

## HOME HUMIDIFIER

- Healthier winter air prevents dry skin, sinuses, furniture
- SAVES FUEL: Lets you keep thermostat 3-6 degrees LOWER without comfort loss.
- This HONEYWELL model uses 40% less water than other brands

CALL NOW for Quote and

**SAVE \$100**

as Your Customer Loyalty Reward



Call us now  
for more facts  
610-868-8566

## Buderus HYDRONIC SYSTEMS

## Get More HOT WATER for Less Money

- Constantly available hot water
- Ultra-efficient design cuts hot water heating costs SIGNIFICANTLY!

CALL NOW for Quote and

**SAVE \$300**

off the Logomatic Control  
plus 200 free gallons of oil  
as Your Customer Loyalty Reward



Home or Business

## SECURITY SYSTEM

Includes All This:

- 2 Door/Window Sensors
- 1 Motion Detector
- Deterrent Package
- Control Panel
- Interior Siren
- Power Supply
- Backup Battery
- Phone Jack Interface

**\$199**

GET THIS  
Electronic Control  
Key Fob  
(\$100 value)  
**FREE!**  
Call now for details.



Professionally Installed by Deiter Bros.'  
4 Seasons Security Experts. 36-month  
Monitoring Agreement required.

All offers are for Deiter Bros. customers only. Not valid with 159609 any other discounts. Offers expire 3/31/07.

Detach Here & Redeem for Reward

## CUSTOMER REFERRAL REWARDS Earn 100 FREE Gallons of Heating Oil!

If you refer a credit-approved friend and they become a Deiter Bros. automatic delivery oil customer, both of you will get 100 gallons of heating oil free. The rules are simple:

- New customer must present this certificate at sign-up.
- New and referring customer must be credit-worthy. Referring customer must be current on heating bills.

- 100 gallon credit will be applied to both accounts after 10 months of automatic deliveries to both.

No cash value. Offer not valid with any other new customer incentive program.

QUESTIONS? Call us at 610-868-8566.

### CUSTOMER REFERRAL REWARDS:

Present Customer

New Customer

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Phone: \_\_\_\_\_



Cracked, Itchy Skin? Dry Sinuses 18425 & Throat? Dried Out Wooden Furniture?

## Say Goodbye to Dry Winter Air Problems. We Have Your HOME HUMIDIFIER Solution!

Anybody who has experienced one of our Lehigh Valley winters knows all about the discomforts of dry air common in the cold months. Dried out wooden furniture and static electricity shocks are just the beginning. If winter air can suck the moisture out of hardwood, imagine what it does to your sinuses, throat and skin. No wonder so many sick days happen during winter!

The solution is proper home humidification. We've been installing inline automatic-feed home humidifiers in customers' homes for decades and the reaction is always the same: "We can't believe we suffered with dry winter air for so long! Why didn't you tell us sooner?" Well, we have been harping on the benefits 18897 of proper humidification for years and we'll continue to do so until every Deiter customer understands these important benefits:

- **SAVES FUEL:** Remember the old summer complaint: "It's not the heat...it's the humidity!" Fact is, humid air carries more heat. And in the 224171 winter that works to your advantage. With properly humidified air in your home, you can keep your thermostat from 3 to 6 degrees lower without feeling colder. And that saves you big bucks in fuel costs!



- **MAKES YOUR HOME AIR HEALTHIER:** We're not doctors, but it's pretty common knowledge that dried out mucous membranes in the sinuses and throat are more susceptible to attack by winter germs. Humidified air keeps these doors to the body naturally moist and able to fight off invasive bacteria more effectively.
- **THE "COZY FACTOR":** Okay, we all know that good humidity keeps skin and furniture from drying out and cracking every winter. And that's all good. But there is something else that it brings to the home, well beyond these benefits. Here at Deiter Bros., 43539 we call it the "Cozy Factor." When you have the right humidity, your home just feels cozier throughout. And when winter is wailing outside your walls, that Cozy Factor makes you and your family feel even more, well, at home.

We have high-efficiency Honeywell PerfectFlo humidifiers in stock now. We install it right into your ductwork so it's completely automatic and hassle-free. And this design uses up to 40% less water than ordinary humidifiers...but cranks out even more humidifying comfort. See more facts under the Customer Loyalty Rewards section of this issue. And if you're interested in more indoor comfort in your home this winter, we're interested in helping you with a new Honeywell home humidifier. Give us a call for more facts.

**What's Your Oil I.Q.? ANSWERS:** 1: D 2: C (The majority of U.S. oil comes from sources here in North America.) 3: C (The U.S. is a close second in demand and growing in production of this renewable fuel.) 4: A (Heating oil and diesel uses 20% of oil consumption, followed by 18% for petrochemicals and plastics, 10% for propane and butane, and 8% for jet fuel.)

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# Winter Cold Is Here! (Are You Ready For It?)



Presort-Standard  
U.S. Postage  
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Permit No. 474