



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 23rd Year.



4 Seasons Security
A Division of Deiter Bros.



Security Pro

SPRING EDITION 2010

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • www.dbrothers.com

Personally Speaking

Spring Is Here with a New Way to REWARD You, Our Loyal Customers.

This past winter was a tough one with its near-record snowfalls, high winds and rain. But we all made it through and are now looking forward to the many good things that come with Spring here in our beautiful Lehigh Valley.

One very good thing coming your way this Spring is our exciting new Deiter REWARDS® Program. In this economy, we're all looking for ways to stretch our dollars. And this program achieves that. But I also wanted to create a meaningful way to show you, our customers, how much your loyalty means to all of us here at Deiter Bros. Our REWARDS® Program achieves that as well. Inside this issue of Comfort Courier you can get all the facts on how this new program works and how it will benefit you every time you turn to us for fuel, energy-saving products, security systems, or services. We are the first heating/cooling/security company in the Lehigh

Valley to offer a REWARDS® Program and we see this as a great opportunity to show you how much we value your business and trust.

Also in this issue is a timely reminder to get your air conditioning system tuned up and ready to handle the summer heat. I need not remind you about the increases the electric company has foisted upon all of us. Making sure your AC system is properly serviced to run at peak efficiency is an important way to spend the least amount of energy dollars to keep your home and family comfortably cool this summer.

Enjoy your Spring...and if there is anything we can do to make it more comfortable, we're here for you!

James G. Deiter

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



Hard Water? Tired of Hauling Salt? We Have an EASY Solution!

In many areas of the Lehigh Valley there are water hardness issues. People with well water and even those on certain municipal water systems experience hard water problems. Not only is spotting a problem but hard water can clog pipes and heating system passages, causing thousands in repair bills. Many homeowners have water softeners. But these must be constantly fed salt...which is a backbreaker to haul (about 40 lbs. per bag!) AND a never-ending expense. These are the main reasons why Deiter Bros. is now installing a LOT of EASYWATER No-Salt Water Conditioning Systems all over the Lehigh Valley. Oh, and here's the biggest reason of all 48993 for the popularity of this amazing new technology: EASYWATER works great!



Tired of BUYING and HAULING salt for your water softener? That's why more homeowners are switching to the EASYWATER SYSTEM! See Page 2 now for 140715 facts!

In This Issue

- Weather Forecast
- New Rewards® Program
- Welcome Princess Paige
- Top 10 AC Troubleshoot Tips
- Home Safety Check

Redeem this PRIZE COUPON at the 2010 Spring Home Show

April 9, 10, 11

Visit Deiter Bros. Booths R130 and R131. You could win a FREE SUMMER SPORTS CAP or other cool prizes!



Name: _____
Address: _____
E-mail: _____

Limit 1 Prize Per Coupon.

In This Issue:

10 More Winners
(And You May Be One)

This could be your lucky issue of the Comfort Courier! There are 10 customer account numbers hidden throughout this issue. If one of these is your customer account number, you are an INSTANT WINNER of \$50 worth of EnviraFuel® heating oil.

We have printed your customer account number on the mailing label of this issue. Check it, then read The Comfort Courier carefully. If you spot your number, give us a call and we will immediately credit your account with \$50 worth of EnviraFuel® heating oil.

GOOD LUCK!

Check INSIDE NOW!



Beating Home HARD WATER Problems ...Without the Salty Hassles of a Water Softener

No-Salt Water Conditioning System
EASYWATER

Learning About Hard Water the Hard Way: A Real Life Story

I recently got a call from one of our customers who said his hot water supply would diminish steadily during showers. "I have to gradually turn the hot water valve up just to keep the temperature constant," he explained. "By the end of my shower, the hot water valve is turned up all the way...and the water temp is still just tepid, certainly not hot."

This customer lives in the West End of Allentown, so I thought the problem might be hard water build-up. Sure enough, a service visit confirmed that his system's mixing valve was so clogged with lime and calcium that it didn't work properly. We replaced the valve but I told him this would only happen again unless the hard water problem was tackled head-on.

"But Water Softeners Aren't Worth Their Salt!"

This guy agreed with me that hard water problems would inevitably return without treatment...they always did...at least ever since his old water softener broke down two years before. "I just never replaced it because it was expensive and I got sick of hauling 40-pound bags of salt in and out of the car, and up and down steps," he said, adding that he'd rather have hard water than chronic back pain and chiropractor bills.



EasyWater: The New NO SALT Water Conditioning System

A new technology has been developed by a company named FREIJE that beats hard water buildup without the cost and inconvenience of traditional water conditioning systems. Called **EasyWater**, this new technology basically alters the electrical charge in the water's minerals so they cannot adhere to metal pipes or each other, avoiding the "caking effect" that causes buildup in pipes. **EasyWater** achieves this with an electronic device that installs on the water feed pipe coming into the home, thus treating all the water used for showers, laundry, dishwashing, drinking, cooking...every household use...and without salt!

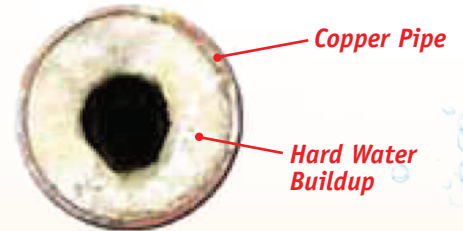
I was skeptical about **EasyWater's** claims, but we tested and retested it here at Deiter Bros. and everything it promised to do, *it did*. The proof is in the pudding...the **EasyWater** No-Salt Water Conditioning Systems WORKS!

Remember the guy with the hard water problems in Allentown? That was over six months ago. Since we installed his new **EasyWater** system, his showers have stayed hot, the water cleans better in the laundry and dishwasher, and the newly-treated water is actually reversing the old buildup! Truth is, one of the 37722 benefits of **EasyWater** is that it can actually REVERSE the buildup of hard water in pipes, breaking down the electrical bonds holding the lime buildup together and cleaning the "sclerosis" in pipes and fixtures over time.

Maybe EasyWater is the Answer for You, Too!

Here at Deiter Bros., we're installing a lot of **EasyWater** systems with universally positive results. The initial installation cost is **LESS** than a traditional water conditioner **AND YOU DON'T HAVE TO BUY (OR HAUL) SALT EVER AGAIN!**

INTERESTED? CALL US AT 610-868-8566,
OR VISIT dbrothers.com



TAKE A HARD LOOK at the hardwater buildup on the inside of a copper pipe. We had to replace this "sclerotic" pipe section in a Bethlehem home because it was so clogged with lime and calcium deposits from hard water.

Two Smart Choices Make It Easier to Budget Your Heating Fuel Bills



Once again starting in May, Deiter Bros. customers will be offered two ways designed to make it easier to budget for your annual heating fuel costs:

1. Our ever-popular BetterWay Budget Plan
2. Our Prepayment Plan

Watch your mailbox for your **FACTS & ORDER FORM** on these plan choices. But to help you start your early planning, here are the highlights of each payment plan option.



1. BetterWay Budget Plan

- The perfect plan for budget-conscious consumers who also want **PRICE PROTECTION**...and **PREDICTABLE SMALLER MONTHLY PAYMENTS**
- Divides annual heating costs into 12 easy monthly payments with a Guaranteed **FIXED PRICE CAP** on your per gallon costs for the year.
- **DOWNSIDE PROTECTION, TOO:** If fuel oil prices drop below your Price Cap, **YOU PAY THE LOWER PRICE!**
- **NEW IN 2010:** Reduced Price Cap Fee. This fee covers the insurance we must pay to guarantee BetterWay fuel oil prices. We've negotiated better premiums for 2010 and are passing the savings along to you. Expect the Price Cap Fee to be about 20% **LESS IN 2010!**
- **INTEREST IS PAID TO YOU** on any credit balance at the end of each month.
- **MAINTENANCE PLANS INCLUDED:** If you are currently enrolled in any of our Maintenance plans, the cost is automatically included in your monthly BetterWay payment. No need to issue a separate payment.
- **RENEWING YOUR 2009 PLAN?** You don't have to do anything...we will automatically renew you as a BetterWay customer for 2010.
- **ALSO NEW IN 2010:** 500 Rewards Points for all new (and renewed!) BetterWay Plan customers.



2. Prepayment Plan

- We were the first Lehigh Valley company to offer this locked-in price option over 15 years ago. This program offers peace of mind by providing predictable annual fuel costs.
- Allows you to **LOCK-IN YOUR PER GALLON PRICE** before the heating season, when fuel oil prices are traditionally lower.
- Our Prepayment plan is for those who want the comfort of knowing exactly what their fuel price will be...no matter what happens in the international oil markets!

PRICING ON BOTH PLANS is now being finalized. As mentioned, we will be sending you the full details in the mail later this Spring. You will also be able to sign-up for either plan on our website at www.dbrothers.com.

Spring to Summer WEATHER FORECASTS

The snow struck Winter of 2010 is history and our Lehigh Valley is coming alive with the fertile sensations of Spring. And a beautiful Spring it promises to be, according to the weather prognosticators of the Old Farmers Almanac. Check it out:



May

The Merry, Merry Month will be much drier than usual with only 25% of normal rainfall but seasonal temperatures averaging 56-



*Remember
America's Veterans
On Memorial Day.
May 31*

degrees. Scattered thunderstorms followed by warm stretches are expected during the first two weeks with the only 158734 soaking rains falling during a 3-day stretch mid-month. Plan on a moist Memorial Day weekend.

June



Another dry month with rainfall 1" below the 2.5" average. Thunder boomers rock our Valley during both the opening and close of June but these bookends contain two weeks of midmonth weather that will be sunny, warm and about as picture perfect as it gets. Planning an early vacation season getaway? Here's your window!

July



Cooler temps—a full 2-degrees below our 70-degree average—will be welcome but the continued stinginess of rainfall will be 30% below average and may have our trusty Lehigh Valley water table watchers getting worried. Perfect weather is on tap for the long 4th of July weekend. A smattering of brief thunderstorms dot every week thereafter but will be followed by temperate sunshine sessions. Summer's swelter officially kicks in at month's end. (Is your air conditioner up to the challenge?)

August

A wee bit cooler than usual with much-needed rain thanks to a bevy of thunderstorms taking the heat off in the opening weeks. Unseasonably chilly temps and soaking rains then dominate until the 25th. (Gloomy, yes, but think about the AC savings on our electric bills!) August gives us a warm kiss goodbye with ideal weather during its final 5 day stretch.

September

Labor Day weekend (September 4,5,6) will be a crapshoot with an unpredictable blend of showers and muggy warmth. This on-again-off-again pattern continues until a stretch of Indian Summer settles in from the 17th to 21st. Temps start their slow decline around the 23rd with 81844 extra-blanket nights and sunny, crisp days to help paint the leaves and usher in another dazzling Autumn here in our beautiful Lehigh Valley.

*Get ready for Fall now...
save up to \$3,300 on a
new heating system.
See Page 5.*



Welcome



Princess Paige

I always considered myself to be pretty level-headed. You know, your typical Bethlehem blue-collar, Marine Corps-enlisted, both-feet-firmly-on-the-ground kind of guy. But that was before I met Paige.

From the moment our eyes met, it was love for life. Her face, rosebud lips, delicate hands...everything about her is perfect. Even her name sends my heart soaring: Paige Olivia...pure poetry. And when I finally held that beautiful lady in my arms, I knew my world was wonderfully changed forever.

My granddaughter Paige Olivia Marks graced us with her radiant presence on Tuesday, March 1, 2010, at St. Luke's Hospital in Fountain Hill. I had the sublime privilege of being there with my daughter, Jennifer, for the blessed event...barely focusing through tears of joy as Paige made her vocal presence known with a healthy cry. She measured in at 8 pounds, one ounce and 21-inches of God's greatest miracle. Many thanks to Dr. John Hratko and the Labor & Delivery Team at St. Luke's for your incredible clinical expertise and caring as key members of the "Welcoming Committee"... you're the best in the baby business!

Naturally, the scuttlebutt around the office is that I will now be totally unable to resist granting Princess Paige her every wish. And I can tell you from my heart that these rumors of me going soft over this new change in my life are absolutely, positively, undeniably, unequivocally true.



Have You Signed Up for Our New PAPERLESS BILLING Yet?

It's the same as traditional billing...but without the costs for stamps, checks and your precious time. Oh, and it's a lot better for the environment, too. With our new Paperless Billing option, you will get all your future bills from Deiter Bros. via e-mail. If you want you may also pay your bill online saving even more paper and stamps! It's easier than ever to sign up for this cleaner, greener choice, too.

Just visit dbrothers.com and click on the **PAPERLESS BILLING** button on our homepage. Within moments and a few simple steps, you have streamlined your monthly bill paying chores...saved money spent on standard snail mail paper bill pay...AND made our world a greener place for the future. PLUS, if you switch to Paperless Billing, you will automatically earn **250 Deiter REWARDS points!** Visit dbrothers.com now and 50188 see how easy it is to save with this new customer convenience.

PAPERLESS BILLING OPTION



DEITER BROS!
Rewards
250 points

Is Your Central Air System "SUMMER READY"?

Top 10 AC Troubleshooting Tips This Spring to Save Money

In this economy, nobody needs a surprise air conditioning repair bill. Even though all mechanical systems need maintenance and the occasional repair, you can save money if it's a simple fix you can do yourself...or we'll perform it during your annual tune-up. So in preparation for that first Spring start-up of our customers' AC systems, I asked our Deiter Bros. Service Team to give me the **Top 10 Troubleshooting Tips**. Keep these tips handy. They can save you money.

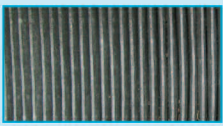
Top 10 Troubleshooting Tips

1. TRIPPED BREAKER

This is the most common cause of no-cooling calls. Go to your fuse box and reset the breaker before calling us. Hopefully, it won't repeat. If it does, call us. Usually, it's a simple fix...but you don't want to take the chance of a small problem becoming a big one.



2. DIRTY FILTER



Just because you can't see filters, many people ignore them. And every year we see AC systems overworked and inefficient because of dirty, clogged air filters. If you have the 1" disposable filters, they should be changed monthly. If you have the washable filters, wash them CORRECTLY (look for water flow directions in the frame area). It's cheap but necessary maintenance your AC system can't function well without.

3. SWITCH TURNED OFF



Some AC (and heating) units have a wall switch at the indoor unit. It can be confused with a 39562 light switch and, if switched off during mild weather, your system won't start. Check this switch before calling us.

4. THERMOSTAT PROBLEM

Did you switch your thermostat over from Heating to Cooling mode?



5. CLOGGED DRAIN LINE

AC systems pull moisture out of humid air to lower the temp. This moisture drains out through a small pipe. Algae can grow in these lines and clog them, backing up into the home. We clean these lines as part of our Spring Tune-Up.

6. REFRIGERANT LEAKS

If your system has a refrigerant leak, it won't cool properly and your compressor could become damaged. This is not a do-it-yourself fix. We use special tools to track down leaks and the fix is usually simple, a bad valve or weak connection. Again, this would be detected during our Spring Tune-Up.

7. CONTACTOR SWITCH FAILURE

The contactor is a switch inside your outdoor AC unit. Sometimes they stick and the unit runs continuously...unnecessary wear and wasted energy bucks. Sometimes bugs get into the contactor, blocking the "on" connection, so the unit won't run. Sometimes, they just wear out and fail. If the contactor is the problem, we'll find it during your Spring Tune-Up and fix it.

8. DIRTY EVAPORATOR COIL

This coil is inside your home and needs to be cleaned or dust build-up will restrict efficiency and hike electric bills big-time.

9. DIRTY CONDENSER COIL

This coil is outside your home and also needs to be cleaned. Our guys will clean both this and the Evaporator Coil (#8) during the tune-up.

10. DUCT LEAKS

This is a leading cause of inefficient AC problems and loss of cooling comfort. And it's a cheap fix if detected early and repaired properly. If you feel a leak, seal it with duct tape. If you suspect a leak, let our Service Team know during the Spring Tune-Up...we'll track it down and seal it tight...and right!



Did You Remember to Schedule Your Central Air SPRING TUNE-UP YET?

NOW IS THE TIME!

Call us and we'll get you on the schedule. Or visit our website now and we'll get it scheduled online. Either way, do it soon. It will keep your system running longer for less, save on electric bills and ensure the comfort your family needs when those summer temps start sizzling.



WE'RE BOOKING SPRING AC TUNE-UPS NOW!

Contact Us Today to Schedule Yours!

610-868-8566

It's Time To Check Your HOME SAFETY DEVICES

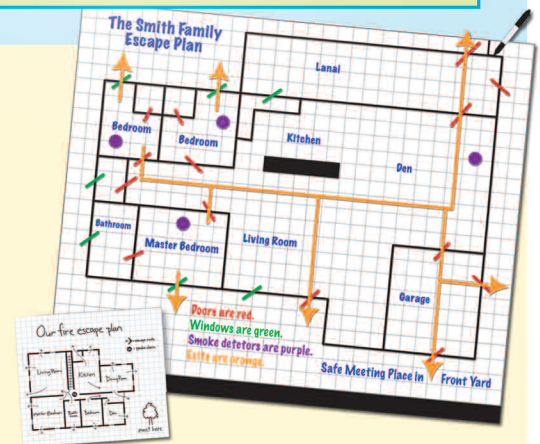


SMOKE & CO ALARMS

It's time to clean and test your home smoke alarms. It's a good habit to check them when we change our clocks every Spring and Fall. But since we changed our clocks on March 13th, if you missed that opportunity, check and test them now. The same goes for your carbon monoxide detectors. And if you don't have these 109191 lifesavers in your home, Spring is a great time to get them working for the health and safety of your family.

DOES YOUR FAMILY HAVE AN EXIT PLAN?

This is also a good time to review your family's fire drill plans. Make sure everybody knows at least TWO ways to get out of each bedroom and each area of the house. Also, all family members should know the same place to meet outside after exiting the house. If you do not have a plan in place, you are putting your family's safety at serious risk. Fire tragedies do happen. But with the right plan and family communication, they don't have to happen to you!



Now More Than Ever, It PAYS to Be A Deiter Bros. Customer! Introducing Our New REWARDS® Program

To reward customers like you for your loyalty, I'm officially launching the new Deiter Bros. REWARDS® Program, effective May 1, 2010. Now every time you purchase any of our quality fuel products, energy-saving heating OR cooling equipment, OR services **YOU WILL EARN VALUABLE POINTS** redeemable for goods or services from Deiter Bros. Likewise, if you refer new customers OR join our BetterWay® Budget Plan OR enroll for our new Paperless Billing customer convenience option OR sign-up for virtually ANY new program, product or service...you will earn REWARDS® Points.

PLUS, your own personal account containing your REWARDS® Certificates and any redemption activity can always be viewed ONLINE in your own, fully secure account at www.dbrothers.com.

YES, you can pay for future fuel purchases with REWARDS® points! **YES**, you will earn up to 10,000 REWARDS® points for purchases on energy-saving heating and cooling systems from Deiter Bros. **YES**, you can bring a new customer to Deiter Bros. and you'll earn up to 1,000 REWARDS® points. And this is just for starters!

Check out these highlights of this exciting new program. If you have any questions, click onto the REWARDS® button at www.dbrothers.com. Or give us a call at 610-868-8566.



Deiter Bros. REWARDS® Program: A Quick Overview of Rules and Requirements

- Points are transferrable to new owners when a home is sold.
- Points are redeemed online against future purchases from Deiter Bros.
- There is no cash value to points.
- Points may not be redeemed against past due balances.
- Points will expire 2 years beyond the date on which they were earned.
- Points may not be transferred to other Deiter Bros. account holders.

FOR MORE 31948 FACTS on the new Deiter Bros. REWARDS® Program, visit www.dbrothers.com or call us at 610-868-8566.



Setting the Industry Standard for GREEN ENERGY



Over five years ago, Deiter Bros. introduced a new kind of heating oil to the Lehigh Valley...and the regional heating industry. Considered radical at the time, our EnviraFuel combined ultra low-sulfur heating oil with renewable biofuel (refined from farm-grown produce) and proprietary EPA-approved additives. The reasons we created EnviraFuel were to give our customers a cleaner-burning fuel that was (A.) better for heating systems, and (B.) better for our environment.

Since we launched EnviraFuel, two interesting changes have occurred.

First, our Service Team has witnessed an incredible change in our customers' heating systems. They are operating cleaner and cleaner, season after heating season. Combustion chambers that used to seriously corrode after a handful of tough winters now look almost brand new...the same with other system components. With less sulfur content in the fuel, furnaces and boilers last longer, dramatically extending their traditional replacement cycle and saving our customers a ton of money.

The second big change is an, industry-wide push toward the adoption of a new standard for heating fuel—a blend of ultra low-sulfur oil and biofuel that is strikingly similar to, you guessed it, Deiter Bros.' own beloved EnviraFuel!

Obviously we are overjoyed (and more than a little flattered) that the policy-makers in the heating fuel industry are now following us along the cleaner, greener path. The sulfur content of standard heating oil is 2,500 parts per million (PPM). EnviraFuel is only 15 PPM and 0 PPM from its biofuel component. The industry-wide adoption of this low-sulfur standard will make a huge difference for our environment

It will also class our heating fuel as one of the "greenest" energy choices consumers and commerce can make for the future. Yes, even cleaner than natural gas which releases methane into the environment as a byproduct of its combustion process.

We knew we were onto something important when we pioneered EnviraFuel more than half a decade ago. Many thanks for the support of customers like you who have embraced EnviraFuel as the heating fuel for a greener future. You are helping to make our Lehigh Valley environment healthier as a result. And this is just the beginning...

...the policy-makers in the heating fuel industry are now following us along the cleaner, greener path.

OLDER HEATING SYSTEM?
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TRADE YOUR CLUNKER IN FOR CASH!

A NEW SYSTEM CAN REDUCE YOUR HOME HEATING COSTS UP TO **40%**

RECEIVE UP TO **\$1500** IN FEDERAL TAX CREDITS!

GET UP TO \$400 CASH Trade-In
ON YOUR OLD FURNACE, BOILER OR HEAT PUMP
PLUS Up To \$2900 In Additional Rebates!

Order a new high-efficiency **OIL, GAS or ELECTRIC HEAT PUMP** heating system installed by Deiter Bros. and we'll give you up to \$400 CASH for your old heating system!
PLUS, you'll SAVE with lower energy bills!

RECEIVE UP TO A **\$1400 LENNOX REBATE!**

HURRY! This Offer Expires June 30, 2010
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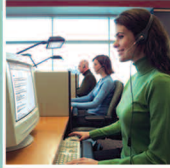
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Includes **FREE** Sanitizing

We Treat Air Ducts with Same Antimicrobial Used in Leading Hospitals!



BEFORE



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TO THE FIRST

Deiter Bros.' Pennsylvania Home Improvement Contractor Registration Number: PA000736



Inside:
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