

# The Comfort Courier

**DEITER BROS!**

HEATING • COOLING • SECURITY



Published for the customers  
and friends of Deiter Brothers.



**4 Seasons Security**

A Division of Deiter Bros.

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

Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 17th Year.

FALL/WINTER 2002

## Personally Speaking

### Still Think Heating Oil Is Expensive?

Because heating oil is a commodity product, any control the full-service oil dealer can exercise over its price is decidedly limited. Yes, the full-service dealer nets a few pennies of profit on every gallon. But when you consider that the dealer must also foot the costs of buying the bulk product, storing it; paying salaries, benefits, insurances, etc. for the people both in the office and on the road who are essential to the ordering, trafficking, delivery and billing processes; paying for the myriad of equipment and vehicles required to deliver the oil, plus the insurances, computer infrastructure and, oh yes, the taxes required...those pennies have been earned the old-fashioned way. Big Oil we're not. Just hard-working people trying to make a living week-in-and-week-out like the majority of American families.

But if you still think that the price of heating oil is expensive, consider that in many European countries, the price is double and sometimes even triple what the average homeowner pays for a gallon of the same stuff here. Maybe that's why Europeans pay so much attention to the maintenance of their boilers and furnaces. Heck, in Denmark the government sends a specialist to every home twice a year to make sure the heating equipment is up to snuff. You can't refuse him access to your home. If the system is operating efficiently, he puts a sticker on the unit—much like a Pennsylvania car inspection sticker. If it's not up to standards, the owner has a brief time to replace it or the inspector comes back with a truck and removes it. Now those people are serious about fuel efficiency and getting the most from every penny...or pfennig, or whatever they use over there.



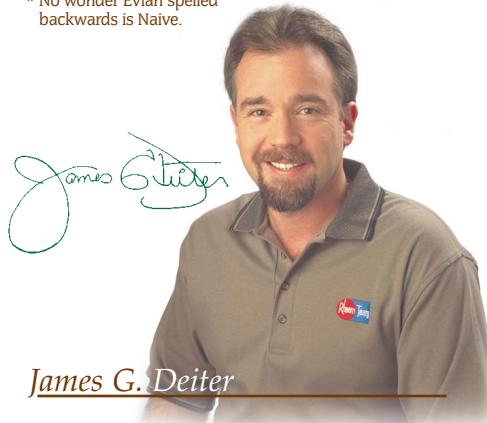
But here in the States, fuel is plentiful and relatively cheap compared to the rest of the world. The fact that one gallon of heating oil shot through modern heating equipment can effortlessly produce more than 140,000 BTUs of the heat essential to our comfort (and in winter, our very lives!) is a fact taken for granted.

Here's an irony that I always find both amusing and confusing. Heating oil is currently around \$1.25 a gallon, depending on your payment plan...and that's delivered right to your home! Yet Americans never complain about paying...

\$7.78/gallon for Tropicana orange juice  
\$7.62/gallon for Arizona iced tea  
\$9.40/gallon for Listerine  
\$10.85/gallon for Campbell's beef broth  
\$15.95/gallon for Log Cabin syrup  
(...and here's the real head-scratcher...)  
\$7.12/gallon for Evian WATER!!!\*

Are these apples-and-oranges comparisons? Certainly. But the fact is that the price we Americans pay for quality oil and excellent service is still, quite literally, one of the best deals in the world!

\* No wonder Evian spelled backwards is Naive.



James G. Deiter

## In This Issue

- Winter Weather forecast
- Heating Oil: Price vs. Value
- Appliance Energy Consumption
- Tips to Trim Your Electric Bill
- Protecting Your Home from Mold

### PLUS

### Deiter Bros. Named #1 In Service For 17th Year!

The **Who's Who in Lehigh Valley Business** results are in and for an unprecedented 17th year Deiter Bros. has been ranked first in quality of service among all competitors in our region. We work hard at bringing you the finest in heating, cooling and security services. Thanks for recognizing it. Working for customers like you make it all worthwhile.

*Thanks, Lehigh Valley!*

## Win FREE Heating Oil!

Feeling lucky? 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.

More than 5,000 gallons of free oil have been won by Deiter customers who carefully read this newsletter. Maybe this issue is your turn!

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!**

## New “Thank You!” Coupon Book Delivers Value Added Services and Discounts for DEITER BROS! Customers

In our continuing efforts to deliver more value for our customers, we will soon introduce a new coupon booklet containing significant discounts on a broad range of Deiter Bros. services.

The colorful new “Thank You!” coupon booklet will be mailed to customers following installation or maintenance services performed by our team. Included in the booklet is a newly formatted postpaid Report Card in which customers can voice their opinions on our service quality. The Report Card is an important tool with which we gauge customer satisfaction and quality assurance.

Nine coupons in the booklet carry values from a deep discount on a new home security system to a free home water hardness test. Other bargains include \$100 off any new heating or air conditioning system, \$100 off a Nutone brand central vacuum system, 10% off any service call or any indoor air purification system and several other deals redeemable exclusively by customers of Deiter Bros.

You can even win a very tasteful prize. Customers who mail their filled-out Report



Card are eligible to win \$50 certificates redeemable at leading Lehigh Valley restaurants. So watch 403956 for yours following a visit from our service team. It's one more way for our family to say “thanks” for your continued loyalty.

Educating consumers about the differences between **price** and **value** has always been a challenge for most businesses, and the retail heating oil business is no exception. Having worked in this end of the industry all my adult life, I have my own opinions about the differences between price and value, and offer these thoughts for your review.

**Price** is the monetary exchange for a product...in our case, one gallon of heating oil. **Value** is the combination of benefits that accompany that price. In the case of Deiter Bros., that value includes the high quality of our fuel, responsive delivery, preferred service status for our regular customers' emergencies, highly trained technical support, several payment options and numerous other enhancements which ensure that our customers will always get the best product and service...and the peace-of-mind that comes with it.

### Heating Oil Prices: Classic Contrast of PRICE and VALUE

How much is this Deiter Bros. value worth? We were curious about that, too. So we surveyed all of the full-service heating oil retailers in the Lehigh Valley for that purpose. As it turns out, our prices averaged right in the middle of the field. Yes, one could pay about 4 cents less per gallon with a cheaper full-service dealer. That would save the average homeowner only about \$24 a year

(based on 600 gallon/year usage). That's less than the cost of a haircut. Or about what you'd pay for a few movie tickets and popcorn. Of course, you could pay

more to a higher-cost full-service dealer...but why would you want to? Especially when you have a friend in the business that has been delivering a balance of sensible prices and exceptional value for more than 75 years. Yes, our **price** is average for full-service heating oil. But we work hard to ensure that our **value** is anything but.

--Jim Deiter

## Weather Forecaster Calls for Colder than Normal Winter

According to the forecast in the Old Farmer's Almanac, November through March will be “wetter, colder and snowier than normal, on average.” Snowfalls are predicted every month from 013590 November through February and the mercury will bottom out in December, January and early February.

Lauded as North America's oldest continuously published periodical, the Old Farmer's Almanac has been prognosticating weather since 1792.

Here are some of the month-by-month highlights projected for our Middle Atlantic Coast region:

**November:** Temperatures one-half degree above average. Unseasonably cold in the beginning of the month, turning warm with showers with cold and snow for the Thanksgiving period.

**December:** Temperatures two degrees above average with 304810 sunny skies for Christmas and “very cold” temps around New Year's.

**January:** Temperatures one degree below average with intermittent rain and snow throughout the month.

**February:** 4 degrees below average temperatures with a blizzard predicted and bitter cold around Valentine's Day.

**March:** 5 degrees below average with a series of snows coming 022290 until mid-month gives way to seasonable temps and rain.

## Dear Deiter Bros.,

### We Get Letters:

"We used to close off sections of the house to conserve electric heat. Even with our thermostat at 65 degrees, our PPL budget payment was \$300 a month for our 2,500 sq. ft. house. **The new System 2000 you installed has paid for itself** with reduced electric bills. We are warm, comfortable and happy to keep the whole house open again!"

--S.L.E., Emmaus

"In today's society, it is hard to find employees that go the extra mile in customer service. But **your technicians were clean, knowledgeable and efficient** with our installation. With service people like these gentlemen, Deiter Bros. will continue to stay ahead of the competition. Thank you."

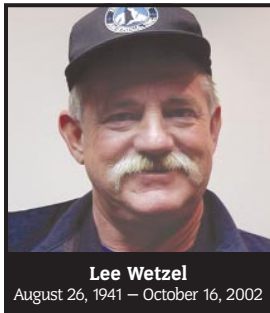
--R.P., Bethlehem

"My compliments to you for the professionalism shown during our boiler problem. I was really impressed to see how many Deiter people were concerned and how quickly you solved it. I really believe that **you guys put the customer first!**"

--T. & H. M., Hellertown

"I must congratulate your employees on a job well done and say that they were **the most professional subcontractors on this homebuilding project.** Your company made every effort to make this a top-notch project and this is certainly apparent to anyone who experiences the site."

--F.P.C., Sparta



Lee Wetzel  
August 26, 1941 – October 16, 2002

### In Memoriam

One of the nicest people who ever wore a Deiter Bros. uniform was Leon M. "Lee" Wetzel. A Master Technician in every sense of the term, the professional knowledge in Lee's head was exceeded only by the kindness in his heart. The Deiter Family lost a loved and respected member when Lee passed away unexpectedly. We wish his beloved wife Vickie and their children strength during this time of profound loss. Lee was one of the truly great ones. He will be missed but never forgotten.

## Here's a Range of ELECTRICITY CONSUMPTION BY HOUSEHOLD APPLIANCE:

Based upon typical wattages on nameplates:

|                                   |                |
|-----------------------------------|----------------|
| Aquarium                          | 5–1,210        |
| Ceiling fan                       | 65–175         |
| Clock radio                       | 10             |
| Coffee maker                      | 900–1,200      |
| Clothes washer                    | 350–500        |
| Clothes dryer                     | 1,800–5,000    |
| Dishwasher                        | 1,200–2,400    |
| Hair 204043 dryer                 | 1,200–1,875    |
| Iron                              | 1,000–1,800    |
| Microwave oven                    | 750–1,100      |
| Personal Computer                 |                |
| CPU awake/asleep                  | 120/30 or less |
| Monitor awake/asleep              | 150/30 or less |
| Notebook                          | 50             |
| Television                        |                |
| 27-inch                           | 113            |
| 36-inch                           | 133            |
| 56- to 61 inch projection         | 170            |
| Flat screen                       | 120            |
| Toaster                           | 800–1,400      |
| VCR / DVD                         | 17–21 / 20–25  |
| Vacuum cleaner                    | 1,000–1,440    |
| Water heater (40-gallon)          | 4,500–5,500    |
| Water bed (with heater, no cover) | 120–380        |

## Tips To Trim Your ELECTRIC BILL

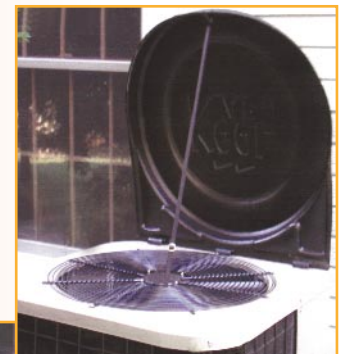
- CHECK AIR FILTERS in heating and cooling systems monthly. Replace them as necessary.
- CLEAN AIR VENTS AND RADIATORS regularly and keep them unrestricted by furniture, carpet or drapes.
- INSTALL AN INSULATING JACKET ON YOUR HOT WATER HEATER. Insulate hot water pipes and lower the water heater temperature.
- CLEAN REFRIGERATOR COILS YEARLY and maintain internal temperatures between 36 and 38 degrees F for the refrigerator 407137 compartment and between 25 and 30 degrees F for the freezer.
- REFRIGERATOR NEAR A HEAT SOURCE? Relocate it if it's near the stove or dishwasher.
- CLEAN THE CLOTHES DRYER FILTER AFTER EACH USE.

## Dress Your Air Conditioner for Winter

An effective yet inexpensive device designed to protect central air conditioning systems from the ravages of winter weather is the new Kool Kap, now in stock at Deiter Bros.

The exterior component of your air conditioning system has an exhaust grille into which rain, snow and ice can easily invade, not to mention insects, leaves, debris and built-up 400978 dirt which can cause serious harm to the unit.

The Kool Kap permanently installs over this grill and provides year-round protection automatically. Every time the outside unit starts, the exhaust flow simply lifts the Kool Kap to allow free flow. When it stops, the Kool Kap flaps down into place and provides barrier protection. It comes with a 5-year replacement warranty, helps your system work at peak efficiency and costs just \$99.95. If you're interested in dressing 002894 your central air system properly before this winter hits, give us a call at 610-868-8566.



Up position



Down position

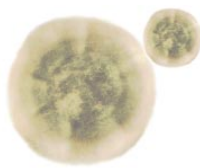
## Mold In Your Home: What You Don't See CAN Hurt You

Molds are microscopic organisms present virtually everywhere, outdoors and indoors. They release countless tiny, lightweight spores which may be inhaled and 032220 cause health problems. Especially susceptible are infants, the elderly or anyone with respiratory conditions, allergies, chemical sensitivities or asthma. Here are some facts to help protect your family from this little-known and lesser-seen home health hazard.

### Q. Where can mold grow inside my home?

A. Anywhere indoor moisture accumulates is a potential site for mold growth. Common sources for mold include:

- Leaky roofs
- Sprinkler spray hitting house
- Plumbing leaks
- Unclean humidifiers
- Sink or sewer overflow
- Damp basement
- Steam from shower or cooking
- Clothes dryer exhausting indoors



### Q. What are the signs of mold?

A. Warping floors and discoloration of walls and ceilings can mean moisture and mold. Look for speckled growth, cottony patches or other abnormal spots. Also, follow your nose... mold has a distinctive, dank smell which most can recognize.

### Q. What problems can result from mold?

A. High airborne spore exposures can cause persistent allergies or other health problems. Mold growth can also damage furniture and clothing.

### Q. What are common symptoms of mold exposure?

A. Typical symptoms that mold-sensitive people report include:

- Respiratory problems, such as wheezing, difficulty breathing and shortness of breath
- Nasal and/or sinus congestion
- Eye irritation (burning, watery or reddened eyes)
- Dry, hacking cough
- Nose or throat irritation
- Skin rashes or irritation

Consult a medical professional if you experience these or other conditions which you feel may be mold-related.

### Q. Can air ducts become contaminated with mold?

A. Yes. Air ducts can be a prime breeding ground for molds. And because they are difficult to access, they may require professionals to clean and disinfect.

### Q. What solutions are there for mold-borne air in the home?

A. A good cleaning with the right disinfectant is a start. Sometimes, floors, wallboards or other areas must be replaced. And, naturally, the source of the moisture should be eliminated.

**Deiter Bros. offers several air purification and treatment systems** proven to protect indoor air from mold spores. Depending on your circumstances, we may recommend any of these 209557 technologies...

- Electronic Air Cleaners
- Allergy 2000 Electrostatic Air Filters
- HEPA Filtration Systems
- Ultraviolet (UV) Radiation Air Treatment Systems
- Air Humidifiers & More

**FOR MORE FACTS on how Deiter Bros. can help protect your indoor air from mold spores, please call us soon at (610) 868-8566 or visit our website at [www.dbrothers.com](http://www.dbrothers.com)**