

The Comfort Courier

DEITER BROS!



Published for the customers
and friends of Deiter Brothers.



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



Authorized Dealer
Security Pro

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.

SPRING 2003

Personally Speaking

Leading the Way for Cleaner, Greener Heating

Our family believes that caring for our environment is as important as caring for our customers. Deiter Bros. has always maintained lockstep compliance with environmental guidelines. And we are always exploring new products and techniques to take our eco-friendly priorities to ever higher levels. Why? Because we have an abiding love for the outdoors. Because we believe that responsible stewardship of our planet's environmental purity is an obligation for all generations of our family. Simply put, because it's the right thing to do.

That's why Deiter Bros. recommends high-efficiency heating and air conditioning systems which run cleaner with less energy. It's why we install Rheem **PrOzone™** heating and cooling systems which use advanced refrigerants to protect Earth's ozone layer and special electronics to reduce energy consumption. It's why we offer underground oil tank testing and zinc anode tank protection technology to detect and help to prevent fuel leaks. It's why the Deiter Family maintains a fund to

support local environmental initiatives of community schools and civic organizations.

But this is just the beginning by our focus on cleaner, greener indoor comfort. Because we will soon be providing a new heating oil formulation that cuts sulfur oxide emissions by an amazing 75% while delivering a host of other benefits for our customers. Sulfur oxide is a key environmental culprit in the production of acid rain. Deiter Bros. will be the first heating company in Pennsylvania to provide this cleaner, high-performance heating oil trademarked as...



Learn more about this and more innovations from your heating company in this issue.

Thanks!



James G. Deiter

In This Issue

- Spring/Summer Weather Forecast
- EnviraFuel™ Benefits for Customers & Environment
- Central Air Conditioning Tune-Up Time
- \$300 Off New Central Air Systems
- New Maintenance Agreement

AND MORE!

Bummer This Summer?



Not if your central air conditioning system is ready for action. See inside.

Do you feel 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 400500 your account with 20 free gallons.

GOOD LUCK!

Heating Fuel Prices: A Look Back...A Look Ahead

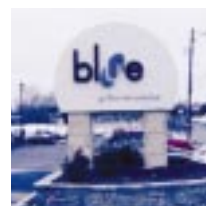
I am frequently asked the question: What happened with prices this year? Heating oil prices increased dramatically last winter due to extremely low inventory levels and other factors such as the uncertainties of the Iraqi war, colder weather, weather-related transportation disruptions, political turmoil in oil-producing Venezuela and Nigeria, and other circumstances. I would like to point out that natural gas customers suffered worse. Demand for gas became so severe in February that some spot market prices jumped 1000%! Fuel oil prices spiked from mid-January through March but have since fallen 28% from a February 27 high of \$39.99/barrel. Reasons for 406408 the price drop: the Iraq outcome, increased output from OPEC and decreased demand.

Ironically, there are now fears among OPEC members of a price collapse due to oversupply! We do not see this happening in the near future. U.S. imports would have

to run high for months to relieve upward price pressure. According to the Energy Information Agency: "Inventories have a long uphill climb ahead. Months, not weeks, will pass before inventories reach more normal levels, even assuming high import levels."

For now, we are extremely happy with the current price decreases and hope to reach normal levels soon. Inexpensive energy is vital to the U.S. economic recovery which we are all hoping for.

We encourage all Deiter customers to consider one of our many pricing plan options. Our Prepayment Plan saved participating customers over \$1.30 a gallon this past winter! This year's plans will be announced in May. We also offer inexpensive price caps which provide a locked-in maximum per gallon price for the entire season. This price cap assurance can be secured for around \$50 per year.



Thank You,
Blue!

The bar has been raised on the Lehigh Valley's standard of dining excellence by Blue, the upscale new wining and dining establishment on Wm. Penn Hwy. near the Rt. 33 interchange. Congratulations to owners George Paxos and Donny Petridis on this triumph of the total culinary experience. Deiter Bros. Commercial Division is proud to have supplied the HVAC installation and service.



Protect Your Central Air System With Our PREVENTIVE MAINTENANCE AGREEMENT

This is absolutely the smartest way to protect both your home's cool comfort and the value of your central air investment. For just \$149, you lock in all these services and coverage no matter how 012065 intense or how long our warm months may run.

COVERAGE INCLUDES:

- 24-Point Check-up
- Annual Tune-Up and Cleaning
- Computerized Efficiency Testing
- Priority Dispatch for ANY Repair Call
- 24-Hour Service at Regular Rates
- NEVER Any Overtime Charges
- 15% Labor Discount on ANY Repair

CALL NOW FOR MORE FACTS:

610-868-8566

Time for New Central Air System? Cash in with \$300 REBATE DEAL!

Will your old central air conditioning system make it through another brutal summer? If you have doubts, this is a great time to boost your comfort level and cut your electric bills with a new Rheem Central Air system installed and backed by Deiter Bros.

For a limited time, Rheem is teaming up with us to offer a \$300 rebate along with our value-added pricing and service deals. Add to that Rheem's advanced "Scroll Compressor" technology which can reduce your 30007 electricity consumption up to 30% and you realize that this is a cool deal in more ways than one. Plus, Rheem units use ProOzone™ cooling technology, so our environment stays as comfortable as our customers!

But don't wait too long. We're scheduling installations now on a first-come, first-served basis. Call now for your FREE ESTIMATE!



Rheem's ProOzone™
Label Assures
Earth-Friendly
Comfort

The ProOzone™ label certifies Rheem heating

and cooling units as environmentally compatible products. Rheem ProOzone™ air conditioners and heat pumps contain an advanced eco-refrigerant to protect the Earth's ozone layer. Rheem air handlers and gas furnaces reduce energy consumption with a specially designed commutated motor. Look for the ProOzone™ label... and you're looking out for our environment!



Gerry Alfano of Deiter Bros., newest member of the Allentown Commercial and Industrial Development Authority

Deiter Manager Appointed to Allentown Development Authority

Gerry Alfano, Manager of Commercial Sales for Deiter Bros., has been appointed to the Allentown Commercial and Industrial Development Authority, it was announced recently by David M. Howells, Sr., President of Allentown City Council.

In a letter confirming the resolution, Howells stated that Gerry's "time and dedication to the City of Allentown is an integral part in the daily operation of City government."

Congratulations to Gerry on this important post and for exemplifying the spirit of community volunteerism we encourage here at Deiter Bros. Good will IS good business!



The Facts on This Eco-Friendly Heating Fuel Available Exclusively from **DEITER BROS.**

The Benefits of EnviraFuel™:

- **Environmentally Friendly.**

EnviraFuel™ is a low-sulfur petroleum fuel with a proprietary blend of EPA-approved enhancers to burn cleaner and significantly reduce the amount of sulfur oxides released into our air and groundwater. Sulfur oxides are a by-product of the heating fuel combustion process and a primary cause of acid rain.

- **Longer Life for Heating Systems.**

Research at Brookhaven National Laboratories concludes that sulfur converts to sulfuric acid during the combustion process. This highly corrosive acid damages heat exchangers, flue surfaces and even the mortar in masonry chimneys. Because **EnviraFuel™** lowers sulfur levels by more than 75%, heating systems last longer and require less maintenance.

- **Increased Efficiency. More Heat from Less Fuel.**

Because soot and particulates are reduced by up to 70%, carbonaceous deposits which coat heat exchange surfaces are virtually eliminated and the efficiency of heating equipment is measurably increased with **EnviraFuel™**. In addition, thermodynamic efficiency is increased, resulting in reduced fuel consumption.

- **Improved Product Stability. Fewer Service Call Costs.**

Heating oil can break down, producing trouble-causing components such as sediment and paraffin. The stability of **EnviraFuel™** has proven to be at least 18% better than ordinary heating oil. This reduces service calls required for problems related to fuel quality.

- **Backed by Deiter Brothers.**

Like Premium Gasoline versus Regular, the formulation for **EnviraFuel™** with Clearburn Science Technology establishes a new standard of performance for heating fuels. This performance is backed by Deiter Bros.' 74 years of experience and our tradition of commitment to providing only the highest quality products available in the industry.

Stay tuned for **MORE FACTS on EnviraFuel™!**
Or visit our website: www.dbrothers.com



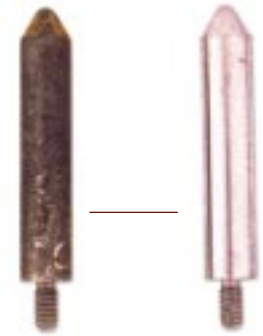
Ordinary Heating Oil

Heating equipment after 500 operating hours



EnviraFuel™

Heating equipment after 500 operating hours



Test pin on left after immersion in ordinary heating oil for 24-hour test period. Rusted over 95% of surface.

Test pin on right after immersion for same test period in **EnviraFuel™**. Surface unaffected due to corrosion-inhibiting properties of **EnviraFuel™**.

EnviraFuel™:

GOOD QUESTIONS

Q. What makes **EnviraFuel™** different from ordinary heating oil?

A. While both have a petroleum base, **EnviraFuel™** is further refined to eliminate most of the sulfur and other by-products innate to regular heating oil. This significantly reduces the amount of sulfur oxide released into the environment. **EnviraFuel™**'s unique formulation includes our own proprietary blend of EPA-approved enhancer additives. The result is the cleanest-burning heating fuel we have seen in our 74 years in the heating fuel business.

Q. Is Deiter Brothers the first heating company to offer **EnviraFuel™**?

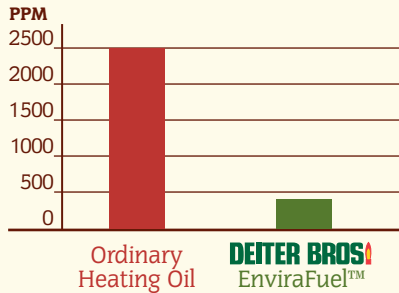
A. To our best knowledge, we are the first to offer low-sulfur heating oil in the region and the only company in the country offering this high-performance premium blend.

Q. Besides helping the environment, does **EnviraFuel™** have other benefits?

A. Yes. It eliminates sources of corrosion in heating equipment, so systems last longer and require less service attention and expense. **EnviraFuel™** also boosts combustion efficiency, so you use less fuel without sacrificing comfort. It also improves the stability of heating fuel, reducing the cost of service calls related to fuel quality.

Compare for Yourself
 envira**fuel**[™]
 versus
 Ordinary Heating Oil

SULFUR OXIDE EMISSIONS



Q. What assurance do I have that EnviraFuel™ will work with my heating system?

A. Your best assurance is Deiter Brothers' long history of proven performance... nearly three quarters of a century. Our business is built on trust and our reputation stands on the quality of our products and service. Additionally, EnviraFuel™'s technology has been field-proven in millions of gallons of fuel combusted under a wide range of operating conditions.

Q. When will Deiter Brothers start to deliver EnviraFuel™?

A. We are now converting our storage and delivery systems and will start delivering EnviraFuel™ on or before June 1, 2003.

Q. Why has Deiter Brothers decided to pioneer EnviraFuel™?

A. Three reasons. First, we believe that sulfur emissions from heating oil should be reduced. They harm the environment and are a key contributor to acid rain. Second, while there is no legislation now controlling sulfur emissions in heating oil, we believe there should be and feel that it should start here. Third, we believe that EnviraFuel™ will save our customers money while protecting their comfort and home heating system investment.

Q. Where can I get more facts on Deiter Brothers and EnviraFuel™?

A. Visit our website at www.dbrothers.com. Call us at 610-868-8566. Or visit our offices at 1226 Stefko Boulevard in Bethlehem. We're very enthused about the many benefits of EnviraFuel™ and happy to share the facts.

Respect Your Mother



New Maintenance Agreement Issued for 2003-2004 Season

Perhaps the biggest challenge in small business today is finding a balance between skyrocketing operating costs and customer value. We have listened and Deiter Bros.' new Maintenance Agreement has been structured to deliver both.

Despite the past year's enormous increases in general liability insurance, health insurance, wages, transportation costs and other operating costs, we will not dilute our traditional quality of customer service. This quality is assured in the Maintenance Agreement choices now available to you.

Our Maintenance Agreement is your best insurance against the surprise costs of system repairs. It also provides you Preferred Customer 007220 Service Status. Most importantly, it provides the peace-of-mind that comes with knowing that your family's round-the-clock comfort is in the hands of the Lehigh Valley's #1 heating and cooling team.

After reviewing the coverage available through the new Maintenance Agreement, I trust you will realize its far-reaching value. Copies are being sent to customers now. If you have any questions, please call. Thanks.



www.dbrothers.com

Important Upgrades to Deiter Website



Have you visited our website lately? It's more useful than

ever with lots of new customer services and interactive features. You can now...

- Pay bills online
- Obtain literature on new equipment for heating, cooling, water conditioning and more
- Check payment program pricing
- Online sign-up for our Annual Pre-Pay Program, when it starts
- Order oil deliveries and service online
- Get on our mailing list for valuable specials and news available exclusively to subscribers
- Get answers to questions about heating, cooling, energy savings and much more.

Check it out soon. And if there's anything else you'd like to see on our site, send us an e-mail to webmaster@dbrothers.com.



Weather Forecast:

Hotter & Wetter Than Normal

Our friends at the Old Farmer's Almanac were pretty much on the money with their forecasts for last winter. For spring and summer, they are calling for the weather to be warmer and wetter than normal. Here are some of the month-by-month highlights:

MAY

Starts out chilly and rainy then turns warm with just seasonal showers by mid-month. Sunny and warm toward end with a thunderstorm, then sunny and cooler.

JUNE

Early month warm with thunderstorms then sunny and cool by mid-month. Sunny and seasonal toward month end then hot and sunny. Rain for month a half-inch above average.

JULY

Begins seasonably with a few thunderstorms then comfortable and dry. Warmer then sunny and hot with cooling thunderstorms by month's end. Rain to be an inch-and-a-half above average.

AUGUST

Sunny and warm in the early part with thunderstorms near midmonth then briefly sunny but cool with a blast of heavy rain for a few days from the 15th to the 19th, then sunny and 2073450 seasonable for the rest with monthly rainfall an inch above average.

WomenBuild Project Earns Respect and Support of Deiter Bros.

The word "homemaker" is taking on new meaning thanks to the efforts of some strong-willed local ladies determined to make a difference in our Lehigh Valley community.

WomenBuild is a part of Habitat for Humanity of the Lehigh Valley. Like Habitat, they focus on building affordable homes for deserving families but they achieve it exclusively with female volunteers. "It's a real way for women to address the problem of substandard housing and its effects on the health and well-being of children," explained Joan Christopher of WomenBuild.

The homeowner contributes 500 hours of "sweat equity" labor as a down payment. Affordable mortgage payments are then made to Habitat for Humanity which plows the funds back into building other homes. The current goal is to build a 2-story, 3-bedroom home for a single mother of three on a lot at Kleinhans

and James St. in south Easton. During "blitz week" this spring, 50 volunteers will work two daily shifts to get the house up and under roof. The new owners will move in this fall.

WomenBuild approached us requesting help with the heating system and, we were so impressed with their skills and guts, that we're teaming with P&N Distributing, our Rheem equipment supplier, and contributing all the equipment and 207345 installation services for the project. Other community-caring companies are helping with specific technical skills and equipment as well.

"It's not a handout, it's a hand up," said Ms. Christopher, "and Deiter Brothers is making a huge difference with their support. We really appreciate it."

Deiter Bros. is proud to be part of this community effort. If anyone else wants to pitch in, call WomenBuild at 610-481-6700 or e-mail to womenbuild@apci.com.

Giving the Gift of Life at Deiter Bros.

Miller Memorial Blood Center's Bloodmobile was the center of a successful blood drive held here at Deiter Bros. just weeks ago. Another bloodmobile visit is slated for July 29. We encourage our customers to join in this effort.

Mark your calendar and join the Deiter Team in giving "The Gift of Life."



We Get Letters:

Dear Deiter Bros.,

I was very pleased with the service provided when my furnace stopped. I thought I had run out of oil. I called and your delivery man filled my tank. He also took the time to look at my furnace and call your shop for a repairman.

When Joe Barasso arrived at my house, he 402888 took off his work boots at my front door before entering my house! Wow!

He repaired my furnace, explained my problem, installed new parts and it was running again. He cleaned up downstairs. He was very 035456 professional and courteous to me. Keep up the good work! Thank you for your help. - Judy Bruchak

Thank you for thanking us, Judy! We work hard at treating our customers' homes like they were our own. Letters like yours make it all worthwhile. - Jim D.

In Memoriam: Martha Lopez

A beloved family member and Deiter Bros. co-worker passed away recently. For decades, Martha J. Lopez worked with us, sharing her energetic spirit and shining optimism. We all loved Martha very much and she will always be alive in our hearts and fondest memories.



Press Release from General Electric:

4 Seasons Security Named GE Security Pro

LEHIGH VALLEY, PA — In a move that puts a local firm among America's elite security companies, Deiter Bros.' 4 Seasons Security division has been accepted to the network of authorized GE Security Pro custom installers of residential and commercial security systems.

According to the 015500 letter of acceptance from GE Security Pro, 4 Seasons Security was chosen because of its commitment to excellence in customer

service, alarm system design and installation. "Deiter Brothers' 4 Seasons Security is driven to take care of customers," said GE Security Pro Director Michael Benedict. "We demand a track record of excellence in system design and installation before a company can offer GE products and be part of the elite Security Pro program. 4 Seasons Security exceeds those demands."

With over 74 years in business and over a half-decade as security specialists, Deiter Bros. and 4 Seasons Security were also recognized for excelling in the design and installation of wireless security systems.

"I am especially proud to be a GE Security Pro because it means we're recognized as one of the best companies in the security business," Jim Deiter said. "GE is a brand that people naturally trust and we plan to uphold that trust in everything we do."



Authorized Dealer
Security Pro

6 Months Free Monitoring

with the purchase of any qualified system:

- Burglary
- Fire
- Carbon Monoxide
- Medical Emergency
- TV Monitoring

Respond Now For Facts:

1-800-523-9329

www.4seasonssecurity.com



4 Seasons Security

A Division of Deiter Bros.

Offer valid for 12 months from date of issue.
Not valid with other offers.

As part of their agreement, GE Security Pro dealers must be certified in all GE branded solutions for residential and commercial security. Dealers must also offer consumers free alarm system re-installation if they move to a city where a GE Security Pro dealer is located.

For more information about residential or commercial security systems that provide security in the event of fire, burglary and medical emergency, call 1-800-523-9329.

Or visit the website www.4seasonssecurity.com.

For more facts on the national GE Security Pro network, visit www.ge-securitypro.com.

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