

Comfort Courier



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

WINTER EDITION 2007

Personally Speaking

*From Our Family to Yours,
Best Wishes for 2007*

An Optimist's Look at a New Year for Our Lehigh Valley Community

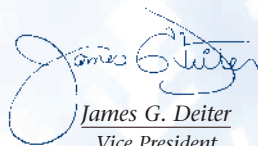
As I look around our Lehigh Valley community, there are so many reasons to be optimistic about our prospects for this young year. Unemployment is near record lows. New corporations like Olympus are bringing even more good-paying jobs to the Valley. Important development projects like the new ballpark, casino complex and the renaissance of Bethlehem's south side are moving ahead full-steam. Our local hospitals are among the finest in the nation and people are living longer, healthier lives thanks to great strides in health care. Overall, I think life is good here in our Lehigh Valley... and it promises to get even better in 2007.

Sure, you can listen to the "glass is half empty" critics if you choose to. And there's no shortage of people willing to sell you on the myth that our Lehigh Valley is on the slippery slope of social, moral and financial destruction. But I sincerely believe that for every daily misdeed reported, there are thousands of acts of human kindness that don't get reported.

My optimistic attitude about the bright prospects for our Lehigh Valley has been shaped by my family's 78 years of service to the families and businesses of this community. Through four generations, we have seen a lot of local history unfold. There have been both

bright spots and times of gloom. But through them all, the people of our Lehigh Valley have persevered through hardwork, resourcefulness, cooperation and an abiding sense of human decency that I believe you'd be hard-pressed to find anywhere else in the nation.

Like most of the 600,000-plus people who now call our Lehigh Valley home, I'm proud of our community and convinced that we are on the cusp of even greater achievements in 2007. As we enter this new year, all of us here in the Deiter Family are hopeful that the coming months will be full of health, prosperity and happiness for you and your family.



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



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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.)



Cold Months Increase Risks of CO Poisoning

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.”

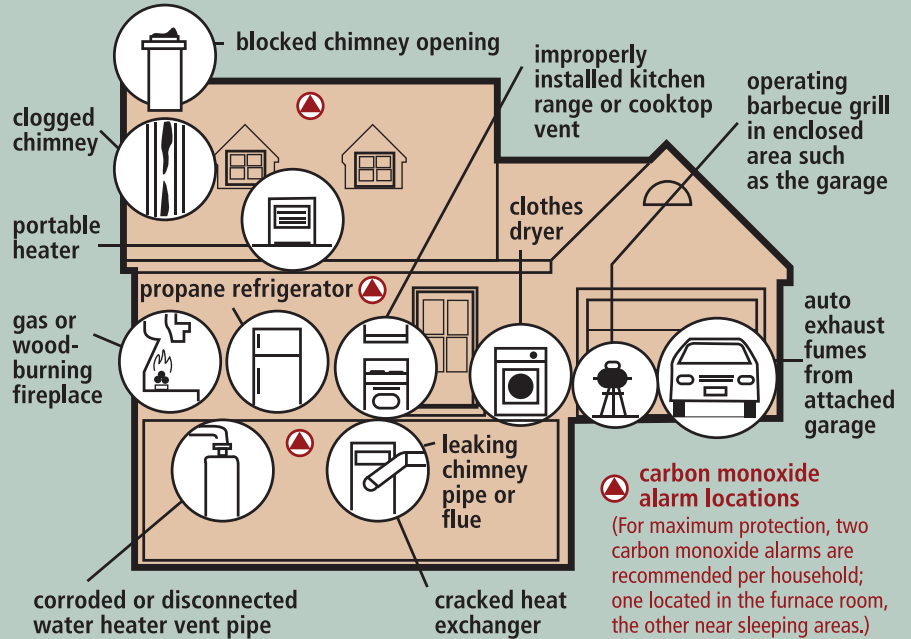
Frumkin said CO poisoning is most common during the winter months, as this is not only when furnaces are most used, but also when the second leading source of CO poisoning, vehicles, is most likely to kill or injure people as they warm up their cars and trucks inside garages.

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.

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.

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. Consumer Corner

New Law Requires Headlights on When Using Wipers

A new law, which goes into effect in January will require motorists to turn on their headlights when their vehicles wipers are on. Motorists who do not comply could face a fine of \$25, but with all of the other fees, the penalty would actually approach \$100!

Get Your Free Credit Report Now

Consumers are able to obtain a free copy of their credit report thanks to The Fair and Accurate Credit Transactions Act. Most lenders now charge interest rates based upon your credit score. For this reason and to ensure that you have not been a victim of identity theft, you should get your free copy now. You are entitled to one free copy per year. Beware of the advertisements for free credit reports. The Federal Trade Commission warns that unauthorized sites may require users to pay money and collect personal information that may later be used for other purposes. The only website authorized by the Federal government to handle free credit report requests is www.annualcreditreport.com.

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



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.

Call us now
for more facts
610-868-8566

All offers are for Deiter Bros. customers only. Not valid with 159609 any other discounts. Offers expire 1/31/07.

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 compliant: "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.)

Inside:
New Ways to Cut Your Cold Weather Costs.

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