



# COMFORT COURIER



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**

**WINTER EDITION 2009-10**

1226 Stefko Blvd., Bethlehem, PA 18017 • 610-868-8566 • [www.dbrothers.com](http://www.dbrothers.com)

*Personally Speaking*

## The Most Important Gift of All

This holiday season when you're in your cozy home surrounded by family and friends, here's something to think about.

Our freedom to celebrate the holidays as we choose should never be taken for granted.

The same goes for so many of the countless liberties that we enjoy every day as Americans.

These freedoms are the envy of billions of people elsewhere on this planet. They are a gift that many would love to possess... and that others live to destroy.

This gift did not come to us without a price. The cost was paid for by previous generations of courageous Americans who fought for it in places like Tripoli and Gettysburg...throughout Europe, North

Africa, Asia and the Pacific...on the frozen hills of Korea...the steaming jungles of Vietnam...the stinging desert sands of the Persian Gulf region.

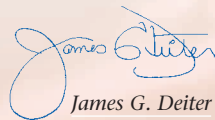
And the cost of American freedom continues to be paid for today by our Armed Forces in Iraq and Afghanistan.

Yes, I feel it's important year 'round to support the brave men and women who are paying the price of our freedom by enduring hardship, violence and loneliness in lands far from their homes.

But it's especially important to remember them during this time of year. Because they have given us The Most Important Gift of All.

*From Our Family to Yours...and Especially to All the Men and Women in America's Armed Forces and Their Families:*

 **Merry Christmas** 

  
James G. Deiter  
Vice President  
Deiter Bros.

Heating • Cooling • Security



### In This Issue

- Weather Forecast
- Family Celebration
- Customer Satisfaction Reports
- Paperless Billing Deal
- Deiter Undercover
- Coupon Club Discounts

**Holy Who's Who!**  
We Won in **TWO** Categories



### Are You One of Our WINTER WINNERS?

This could be your lucky issue of the Comfort Courier! There are 10 customer account numbers hidden throughout the articles in 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!**

## Want to be HEALTHIER This Winter?

With all the flu and H1N1 viruses swirling around us, medical experts have recommended vaccinations to avoid the misery these maladies can bring this winter. Good advice.

As the experts you can trust for the healthiness of your home's interior—particularly your family's breathing air—"Dr. Deiter" recommends that you also vaccinate your home to further protect your family from flu and colds. See Page 2 now for more facts...and you'll breathe easier all winter long.

**Vaccinate Your HOME!**



# NOW Is the Time to VACCINATE YOUR HOME And Protect Your Family from Flu, Colds & Viruses All Winter. *Here's How in 3 Easy Steps:*



## 1. HUMIDIFY YOUR AIR

Whether you do this with a simple humidifier from Home Depot, or call us about any of our fully automated systems that do it all automatically without any hassles, a humidifier of some sort is an absolute MUST to protect the quality of your indoor breathing air this winter. Why? Because dry winter air dries out the body's respiratory membranes, skin and other protective systems...spreading out the welcome mat for nasty germs and viruses that rack the body with colds, asthma, flu, sinusitis and a host of other respiratory ailments.

**YOUR WALLET WILL BE HEALTHIER, TOO.** Dry air feels a lot colder than humidified air...so with a humidifier you can keep your thermostat lower, save heating fuel, and STILL feel warm. Fact: With a modest boost in home humidity, you can keep your thermostat 3 to 4 degrees lower, and still feel cozy. Sound crazy? Try it and feel for yourself!

Flow-through humidifiers like our **TrueSTEAM™ Humidification Systems** work great with zero hassle.

TrueSTEAM™ takes the best features from current steam humidifiers with their efficiency, performance and decreased water consumption, and combines it with the ease of installation, reliability and value of flow-through humidifiers. TrueSTEAM is different from others because it operates independent of equipment operation. And, with its near 1:1 humidification delivery rate, TrueSTEAM delivers the right amount of humidification you need.



- ❁ **5-Year Warranty**
- ❁ **Uses up to 90% less water**
- ❁ **Plus, it's installed and backed by Deiter Bros.**

**Interested? Call now for a quote:  
610-868-8566**

## 2. CLEAN & SANITIZE YOUR AIR DUCTS



What you can't see CAN definitely hurt you...and every member of your family.

Most of us live in homes or work in businesses with air ducts transporting heating or air conditioned air year long, year after year. And through time, the duct's interior surfaces can collect frighteningly high volumes of really unhealthy debris: household dust, pollen, mold, mildew, animal dander and more. Nasty stuff that your breathing air comes in contact with day in and day out.

Okay, that's the problem. The solution is Deiter Bros. Air Duct Cleaning. We power-brush vacuum every square inch of your ductwork with our deep-cleaning, video-assisted Rotobrush System. We also clean all register covers and air supply sources. Everyone will breathe easier, allergy symptoms may be alleviated **AND IT WILL REDUCE THE NEED FOR DUSTING!**

Hospitals sanitize their air ducts to cut down on germs. Why not homes and businesses? As a knockout punch to those bacterial bad boys trying to take up residence in your ductwork, we offer our Sanitizing Option which treats your ducts' interior surfaces with an environmentally safe antimicrobial. In fact, it is the same antimicrobial used in many of the leading hospitals and health care facilities. It is completely non-allergenic and delivers a fresh, pleasant scent...while it works to knock the you-know-what out of germs and viruses.

*This is a \$74 option, so this deal is limited to the first 50 customers who contact us between now and January 31, 2010. Please call now: 610-868-8566*

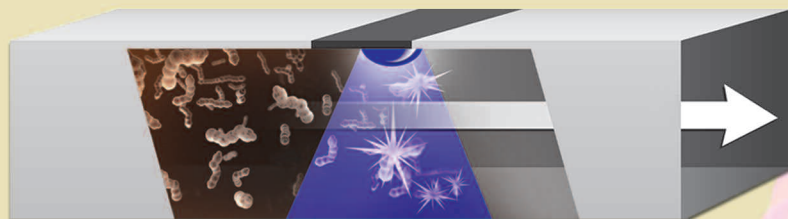
**Schedule Your Air Duct Cleaning  
NOW and You'll Get Our  
Antimicrobial SANITIZING  
Treatment**

# FREE



## 3. CONTACT US ABOUT A UV AIR PURIFIER

A DUCT-MOUNTED UV AIR PURIFIER helps eliminate contaminated air particles that could be circulating throughout your 57910 home. It works continuously to destroy the bacteria and viruses that are cycling through your air conditioning or heating system 100-150 times per 24 hour period. The ultraviolet light kills those infectious bad guys on contact!



## Winter to Spring **WEATHER FORECASTS**

Those weather wizards at the Old Farmer's Almanac are at it again! Between their scientific algorithms and aching bunions, they somehow come up with a pretty good crystal ball on what we're in for weather-wise. Here's a quick look at how they see our Lehigh Valley region's weather shaping up for the coming month.

### **Christmas to New Year's**

Santa better get a head start because mid-December's mild weather will rapidly shift to some rain and (keep your fingers crossed, kids!) maybe even snow for Christmas Eve. Skies will then clear and stay seasonably mild to ring in the New Year on the 31st.



### **January**

Bundle up! 2010 debuts a lot colder than average, predicted at 4 degrees F. colder for the month. A snowfall is called for in Week 2 followed by 114463 a staccato rain-and-snow combo until the last week gets spotty snow showers and bitter cold temps. No big snows for the month but lots of teeth-chattering c-c-cold!



### **February**

Love Month coos in with sweetly average temps and clear skies, then clouds up with a bitter cold snap and flurries around Valentine's Day. Ah, but what would be love without a fickle tease? Rain and snow, mild and wild thermometer swings keep us guessing during the last two weeks of the month, leading finally to a frosty goodbye. Hmm...sounds familiar.



### **March**

2 degrees F. colder than average for the Windy Month with Weeks 1 and 2 alternating between snowy nights and sunny days. If you like yours wet and cold, this will be a fitting St. Pat's Day as 135518 rain and temps both fall. Skiers can count on the last two snowfalls of the season around the 21st and the 28th.



### **April**

By now, we'll all appreciate a little predictability from Mother Nature. And we'll get it with a mean moderate temperature of 52 F.--exactly average for April here. True to form, Weeks 1 and 2 will flip flop with seasonable rain and sun ushering in cooler temps and pounding rains until Week 4 turns sunny and warm with a possible thunderstorm at month's end.



## **Congratulations to Jim, Sr. and Jackie Deiter!**

We noted a very special milestone in the Deiter Family in early November when Jim, Sr. and Jackie Deiter celebrated their 50th wedding anniversary, along with Jim's 70th birthday. Both of them looked (and behaved!) like the youngsters they are at heart while sweeping across the dance floor in a family gathering planned by granddaughter, Jen, at Green Pond Country Club.



Sure, and just when I thought Dad and Mom would FINALLY start acting their ages, the DJ played that 1957 hit "I'm Goin' To Kansas City." The music brought out the cool cat and kitten in both of them as they jitterbugged across the dance floor with more energy and moves that I ever had, even on my best days. I later found out what year that song came out and realized—wow, Dad was a 17-year-old kid at that time...just a year before he enlisted in the Marine Corps! It was truly a night to remember for two people who are truly unforgettable. And forever young. Congratulations and much love to you both from all of us!

## **Customer Satisfaction Survey Results In:**

One of the many things I really love about you, our Deiter Bros. customers, is your straightforward sense of honesty. Even when the truth may hurt, you've always told us exactly what you think about our service or products. Nobody is perfect, and through the years, we've dropped a few balls that should've been caught. But if there's one thing that you learn over 80 years in a family service business, it's to RECOGNIZE your mistake, APOLOGIZE for it, and MAKE IT RIGHT to the customer's satisfaction.

To keep us honest in our pursuit of our holy grail of 100% Customer Satisfaction, we have an independent firm send out a follow-up Customer Satisfaction Survey--sort of a report card--after every service experience or installation. They stack the results up against regional standards for our industry. It's a chance for us to find out how we're doing from our toughest, most candid critics: YOU, our customers. Maybe you've received one of these.

Well, we've always pretty much blown away the industry average. (Being "average" isn't something we're that interested in, frankly.) But the most recent round of these surveys just returned with a 98.7% Customer Satisfaction Rating. That's an awesome 55790 score by any standards. And we were high-fiving each other in the Service Department for, oh, about 5 minutes. Because while that's darn good...we can always do better. And we're working on it.



## **Deiter Bros. Voted #1 HEATING OIL Company And #1 HEATING & AIR CONDITIONING Company**

**Wow, this is a first...actually it's TWO firsts.**

Obviously, we have been watching the results of the Who's Who rankings for many years, but through the decades, I cannot remember one company getting two #1 rankings. Then again, sometimes I can't remember what I had for breakfast, so I'll take this 98526 double crown with a big smile...and an even bigger THANK YOU to the many satisfied customers and friends who have honored Deiter Bros. with their votes of confidence. We will do everything in our power to live up to your trust in us.



# We're Doing Our Part for a Greener World... Now Here's Your Chance!

Years ago, (long before it was fashionable to be "Green"), we pioneered EnviraFuel™, our own brand of heating fuel blended with BioFuel made in America from home-grown vegetable oils and animal fats. Facts are, it makes for cleaner combustion, helps heating equipment last many years longer and exhausts far cleaner than traditional fuel. Why did we do it?



Lots of reasons. It was a new environmentally-friendly technology. We enjoy breathing clean, fresh air as much as the next guys. And it seemed like the responsible thing to do for our customers, our company and our Lehigh Valley environment.

Lots of you agreed with Deiter Bros. going green. So many, in fact, that we started thinking how we could muster more customers into this team effort to build a cleaner, greener world? So here's what we came up with for starters:

## Deiter Bros. PAPERLESS BILLING Option

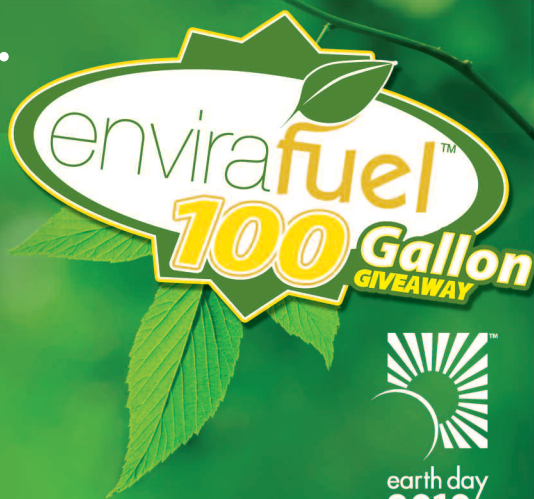
Every year we go through many thousands of pounds of paper in monthly customer billing. Lord knows how many trees it takes to make that amount of paper...not to mention the environmental impact of the paper mills, ink, transportation, etc. At the request of a handful of green-minded customers, we created our Paperless Billing Option. Now instead of getting 204602 paper bills in the mail, they are billed via e-mail. It's as convenient as it is clean. It saves impact on the environment and it saves money, which helps save you, the customer, money.

### SO WE'RE GIVING YOU A CHOICE.

You can continue getting bills from us the old-fashioned way. In which case you don't have to do anything. OR you can sign up now for the cleaner, greener Paperless Billing Option. It's easy to do. Just fill out the YES postpaid return mailer below...fold it, seal it and put it in the mail today.

### WE'LL DO THE REST.

You will get all your future bills from Deiter Bros. via e-mail AND you can pay them online or have us automatically charge a credit card or checking account. It will save you the cost of checks, stamps and time.



### YOU MAY ALSO WIN 100 GALLONS OF ENVIRAFUEL!

As an extra incentive to take advantage of this convenient and cleaner new billing method, ALL Paperless Option customers will be automatically entered in our E-Bill Sweepstakes and 5 customers will EACH win 100 gallons of EnviraFuel in a drawing held on Earth Day, April 22, 2010.

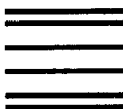
*You Could WIN  
100 Gallons of EnviraFuel  
on EARTH DAY 2010!*

Help Save Paper, 47341 Stamps, Time AND Our Environment. Sign Up for Deiter Bros' Paperless Billing Option NOW.

DEITER BROS HEATING COOLING SECURITY  
1226 STEFKO BLVD  
BETHLEHEM PA 18017-9949

POSTAGE WILL BE PAID BY ADDRESSEE

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. 16 BETHLEHEM PA



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

## I Want to GO GREEN!

**DEITER BROS!**  
*Paperless Billing  
Option*

- Saves Paper, Stamps & Time
- Fast, Easy & Secure
- You May WIN 100 Gallons of envirafuel!

envirafuel™

TAPE OR STAPLE THIS EDGE CLOSED



91679 Energy Savings

# TOP SECRET

## Deiter Undercover Home Energy Espionage: Top Secrets

*Shhhhhhh. It wasn't easy getting past security, but we wormed our way back into the deepest archives of the United States Department of Energy and uncovered these Top Secret Energy Savings Facts to share with you.*

**SCARY FACT:** 75% of the electricity used to power home electronics and appliances is consumed while the PRODUCTS ARE TURNED OFF!

To avoid this waste, unplug the appliance or use a power strip...use the switch on the power strip to cut all power to the appliance.

**COSTLY MISCONCEPTION:** It is commonly believed that screen savers reduce energy use by computer monitors...THEY DO NOT. Automatic switching to sleep mode or manually turning 14712 monitors off is always the better energy-savings strategy.

**UNPLUG THOSE BATTERY CHARGERS** when they're not in use. They will still absorb electricity even when there are no batteries recharging in the unit.

**DEADLY DISHWASHER?** Well, not quite that wicked, but the drying cycle in your dishwasher costs A LOT IN EXPENSIVE ELECTRICITY. You can save a ton of dishwasher dough every year by making it a point to shut it off before the heated drying cycle, open the door and let those dishes air dry. Remember: Air is free...electrically heated air is not!

**CLOTHES DRYER UNDERCOVER:** Your tumbler dryer uses a lot more energy than you may think. GET SMART with these dryer disciplines and save big bucks.

**A.** Clean the lint filter after every load. It improves air circulation and accelerates the drying process.

**B.** Why OVER-dry? It's costly and senseless. If your machine has a moisture sensor, use it.

If shopping for a new dryer, get one with a moisture sensor—it automatically shuts off the dryer once the clothes are dry. This saves energy and wear on your clothes caused by overdrying.

**C.** Use the cool-down cycle which allows clothes to finish drying with the residual (otherwise known as cheaper) heat in the dryer.

**D.** Watch your weights! Dry towels, blue jeans and heavier cottons in a separate load from lighter 252982 weight clothes.

**E. FOR FIRE SAFETY AND ENERGY SAVINGS,** inspect your dryer vent to make sure it's not blocked. Lint in vents can ignite and dryer vent fires are a major source for fire tragedies. Free-flowing vents mean faster drying. Manufacturers recommend using rigid venting material, not plastic vents that may collapse and cause blockages.

**FILL IN • CUT OUT • FOLD & SEAL (Tape or Staple) • MAIL POSTPAID TODAY**

# YES!

**I Want to GO GREEN with Deiter Bros. New PAPERLESS BILLING Service Option**

Please check the box that offers the most convenience for you and fill in your regular mailing or e-mail address. We'll take care of the rest.

☐

**Bill Me by E-MAIL**

My E-MAIL Address is: \_\_\_\_\_

☐

**Bill Me by E-MAIL and Charge My CREDIT CARD**

I will complete my secure sign-up ONLINE at [www.dbrothers.com](http://www.dbrothers.com)

☐

**Bill Me by E-MAIL and Charge My CHECKING ACCOUNT**

I will complete my secure sign-up ONLINE at [www.dbrothers.com](http://www.dbrothers.com)



All Deiter Bros. website information is VeriSign secure.

**IMPORTANT! Fill In Your This Section to Be Eligible for 100 GALLON ENVIRAFUEL Sweepstakes!**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

*Thanks for Going Green. (Mother Nature thanks you, too!)*

**FILL IN • CUT OUT • FOLD & SEAL (Tape or Staple) • MAIL POSTPAID TODAY**



  
**DEITER BROS!**  
*Just Right.*

**HOLIDAY  
COUPON CLUB**  
For Quotes and Information Call:  
**610-868-8566**



**\$20 OFF  
ANY SERVICE CALL**

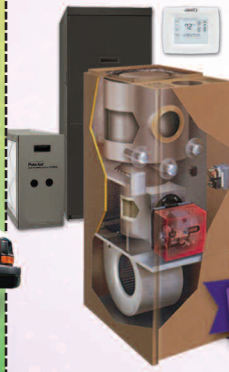


During regular business hours.  
Trip charge not included

Offer for Deiter Bros. customers only.  
Not valid with any other discounts.

**\$250** *Rebate  
On Any  
New*

**HEATING SYSTEM  
INSTALLATION**



- Oil Furnace or Boiler
- Natural Gas Furnace
- Heat Pump



Offer for Deiter Bros. customers only.  
Not valid with any other discounts.  
Valid from 12/15/09 through 1/15/10

**15% OFF  
On Any New**

**HOME  
HUMIDIFIER  
SYSTEM**



**OR**

**AIR DUCT  
CLEANING**



**OR**



**UV AIR PURIFIER**

Offer for Deiter Bros. customers only.  
Not valid with any other discounts.  
Valid from 12/15/09 through 6/30/10

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

*Inside:  
MERRY CHRISTMAS GREETINGS, Your WINNING  
NUMBERS, Holiday Discounts & More*

Presort-Standard  
U.S. Postage  
PAID  
Bethlehem, PA  
Permit No. 474

