



COMFORT COURIER

Worst Pollen Season EVER?

See inside now and find out about how

 **IQAir**
can help you.



Who's Who in the Lehigh Valley's #1 Ranked Heating & Cooling Service Company for the 25th Year.



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Security Pro

SPRING/SUMMER EDITION 2012

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Personally Speaking

HERE'S THE INSIDE STORY ON ENERGY PRICES

Rookies in the energy game may be fooled, but veterans who have lived through the many price swings between heating oil and natural gas prices have seen it all before. Oil prices go up and natural gas looks like a bargain. The natural gas monopolies, like UGI, spend millions of dollars touting "cheap heat forever." Some homeowners fall for it and shell out the \$6,000 to \$10,000 it costs to convert from oil to natural gas. Then, oil prices drop and gas prices rise. Heating oil comes back as a bargain and the natural gas monopolies are the bad guys this time.

If ever there was an industry where history repeats itself, it's the energy industry. I'm just a shade over 50 but I've seen the oil/natural gas price flip-flop multiple times.

Okay, along with our new propane energy division, Deiter Bros. sells heating oil. Naturally, you're now thinking "well, of course he's going to stick up for oil." Fair enough. But before anyone starts chasing temporarily cheaper gas rates and pours thousands of hard-earned dollars into new gas heating equipment, chimney relining, running a gas line and other costs, they may save a lot of money if they first look at the facts. I've included several in this issue of *Comfort Courier*, but for starters consider...

HEATING WITH OIL HAS BEEN LESS EXPENSIVE IN 17 OF THE PAST 20 YEARS.

With the past as proof, current oil prices are due to even out with natural gas. Prices rose in 1990 then fell to their lowest levels in a decade. Just a few years back in 2008 another price spike was followed by another big drop. **According to a Feb. 17, 2012 report from the Energy Communications Council: "History shows that the prices of fossil fuels track one another fairly closely. When the price of oil climbs, the price of natural gas closes the gap; likewise, when the price of natural gas goes up, the price**


of oil follows, guided by the invisible hand of the free market."

Two parting thoughts. First, according to the Energy Information Administration, for most of the past 20 years, oil prices have been lower than natural gas. Second, if you are tempted to make a permanent switch for a temporary price dip, you may be wise to heed the simple advice of the Consumer Energy Council of America (CECA): ***"Switching fuels makes no economic sense."***

Please check www.dbrothers.com often for important energy updates. For more "Inside Facts" on energy prices, visit www.cecac.org.

*All of us in the Deiter Family
look forward to continuing our service
to your family and wish you
A Safe and Happy Summer!*

...



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



**BEFORE YOU SPEND TO SWITCH FUELS,
STUDY THE FACTS IN THIS ISSUE.**

This issue of *Comfort Courier* carries more information and reasons to think twice before spending thousands to switch home heating fuels. If I can help you with facts on new heating technologies to cut your costs, please give me a call. Thanks.

In This Issue

- Weather Forecasts
- Vacation Security Checklist
- Worst Pollen Season EVER?
- Got Propane?
- 3 Reasons Why Natural Gas Prices Will Rise...And Soon
- Heat Your Pool and Save with Deiter Bros. PROPANE Services!
- Heat Wave Sale Coupons
- Look at ALL Deiter Bros. Can Do for YOU!

PROPANE Prices Are Down!
Visit www.dbrothers.com for facts on how today's lower costs can help you!

For Deiter Customers ONLY

**HEAT
WAVE
SALE**

Our Hottest Prices In History!

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!**

Spring & Summer

WEATHER FORECASTS

Well, our buddies at the Old Farmer's Almanac were correct about last January being warmer than ever. If they had predicted the same about February being one of the warmest on record they would've been right on the money. But we'll let them slide on that one and hope that their crystal ball is tuned to the right channel for these predictions.

MAY

Almost six degrees cooler than average, May starts with a chill then warms with sunny days in week two, then back to cooler temps in midmonth. Much-needed rain douses us occasionally in the latter weeks but Memorial Day weekend promises sun and seasonal warmth.

JUNE

Golfers take heed! June will start out nice but get gnarly with major thunderstorms and lightning rocking the Valley intermittently 89369 in weeks two and three. We'll see a spot of sunshine nearing the end of June but wrap up the final days with cooler temps and more rain.

JULY

Looks like it will be a moist Fourth of July but then we'll all be feeling hot, hot, hot until thunderstorms cool off the Valley around midmonth. The 19th to 22nd will be ideal... sunny and cool. Muggy, heavy heat steamed by light showers fill the final week.

AUGUST

A bit cooler and wetter than average, showers will dampen week one but the next three weeks look great for daytrips, visiting guests and stay-near-home vacations here in our beautiful Lehigh Valley. Watch the Weather Channel for the occasional rogue thunderstorm near month's end but, overall, this August is shaping up to be pretty nice weatherwise.

SEPTEMBER

Labor Day weekend will be wet but the following two weeks will make up for it with sunny days and cool nights to get the leaves turning bright. The latter half of the month will be a flip flop act with light rain and blue skies trading places almost day by day as we head into the colors of Autumn.



VACATION SECURITY CHECKLIST

Vacation provides burglars with plenty of time to enter your home, remove large items and search leisurely for hidden valuables. Don't let this happen to YOU!

If you are planning a vacation, take the following precautions to protect *your home* while you are away:

- ✓ Ask police to check on your home and patrol your neighborhood more closely while you are away.
- ✓ Stop your mail and newspaper deliveries, or have a trusted friend or neighbor collect them so that they do not visibly accumulate.
- ✓ Secure all doors, windows, pet entrances, and garage doors.
- ✓ Transfer valuables to a safety deposit box.
- ✓ Place timers on indoor lamps to illuminate your home at night. Set timers to turn on radios randomly during the day and early evening hours.
- ✓ Install landscape lighting and place timers on outdoor lights, so they turn on at dusk and off at dawn.
- ✓ Check that no bulbs are burned out on your indoor lamps, outdoor fixtures or low voltage lighting system.
- ✓ Arrange to have your landscaper or grass cutter continue service while you are away. (If 209040 during the winter, make sure someone shovels the driveway!)
- ✓ Keep some shades and blinds up and curtains open to maintain a normal, lived-in appearance.
- ✓ Have a trusted friend or family member check your home, inside and out, each day.
- ✓ Remove messages from your phone or answering machine daily so that the beep is always short. *And don't indicate on your message that you are away.*
- ✓ Park a car half way down your driveway to create the illusion that somebody is home as well as inhibit a burglar from attempting to use the driveway for better access.
- ✓ Install and test a burglar alarm. Post **4 Seasons Security** signs in conspicuous locations that clearly indicate that the premises are protected by a monitored burglar alarm system.



4 Seasons Security

A Division of Deiter Bros.

Worst Pollen Season EVER?

Last winter was the fourth warmest in recorded history. Because of the mild winter PLUS low rainfall PLUS early plant pollination, allergy sufferers here in Lehigh Valley may be experiencing our worst pollen season ever...and we've had some doozies. It's so bad this Spring that lots of folks who have NEVER before had the symptoms of pollen allergies are exhibiting chronic sneezing, coughing, runny eyes, etc. And this is just the beginning of the Lehigh Valley "Sneezin' Season" which can run right through to the Fall!

It would be nice if you were safe from pollen and other allergens inside your home, but that's not the case. These microscopic invaders easily pollute indoor air as well. And if they combine with other common indoor air pollutants—pet dander, dust, bacteria—the effects can be serious...especially if anyone in your home has asthma, COPD or other respiratory conditions.

Our answer for healthier indoor air is a whole house air purification system so good it's used by hospitals. Made in Switzerland, the home and business versions of the IQAir purification system we install use the same filtration technology used for decades in top health care facilities.

IQAir removes more air contaminants than any system we've ever seen and it delivers the highest air filtration level achievable. You want the purest, healthiest air for your family? The IQAir is the answer. Deiter Bros. installs each IQAir system (so you know it's done right!) and no filter replacements are required for 3 years. Plus, each IQAir system is covered by a 10-year warranty. Plus, the cost for 55790 this amazing air quality technology is surprisingly affordable.

Call us now for a quote on an IQAir system for your home or business: **610-868-8566**. Or check out the IQAir video on our website at **www.dbrothers.com**. We still have some units in stock but, with this year's pollen, they'll go out the door quickly so CALL SOON. You'll breathe a lot easier as a result!



Are Those Gadget Air Cleaners Worth It? American Lung Association says "Nope!"

You see them advertised on TV. Tabletop or gadget air cleaners that make big claims. But according to one of America's leading research authorities on healthy air, they are a waste of money.

According to an American Lung Association report: "The reviewed data provide little reason to endorse the use of inexpensive tabletop, appliance-type air cleaners, regardless of the technology they employ. In general, high-efficiency particle collection requires larger filters or electronic air cleaners."



PROPANE Prices Are Down! How Low? See Contact Info Below!

GOT PROPANE?

Call Us for the Best VALUE & SERVICE Anywhere!

Since we started our Deiter Bros. Propane Division, things have been heating up a bit on the Lehigh Valley propane scene. For starters, Deiter Bros. is offering highly competitive base pricing for propane delivered to any home, business, farm or institution. But great prices are just 104589 for starters. Deiter Bros. is also the ONLY Lehigh Valley propane company offering customers this combination of EXTRA VALUES:

- **VOLUME PRICING PLANS:** The more you buy, the less you pay. Pre-Pay also available.
- **CASH BACK REWARD POINTS** on all propane fuel and major equipment/services purchases. Plus, they automatically roll in with all other Deiter purchases to really add up fast!
- **BUDGET PLANS WITH PAID DIVIDENDS:** Yes, a cash dividend is paid on all credit balances for all customers on our BetterWay Payment Plans.
- **RESPONSIVE, PROFESSIONAL SERVICE:** Deiter Bros. #1 ranked service quality is available for all propane-powered equipment, residential or commercial grade.
- **SERVICE CONTRACTS** & Equipment Sales/Installs, Too.



WHY WAIT?

Contact us now at **610-868-8566**
or e-mail **propane@dbrothers.com**





3 REASONS WHY NATURAL GAS PRICES WILL RISE...AND SOON

- 1. BIG POWER = BIG DEMAND.** Natural gas prices dipped when supply increased from "fracking" operations in the Marcellus Shale region. The big power utilities jumped on this opportunity and many generating plants converted from coal to gas, sucking up a lot of the supply. According to the Federal Energy Information Administration (EIA), natural gas use for power generation rose 7% between 2009 and 2010 alone...and that percentage continues to climb. Additionally, due to the quakes in Japan and fears 159899 here at home, nuclear power plants are now being converted to fossil fuels such as natural gas.
- 2. FOR FIRST TIME IN HISTORY, U.S. WILL EXPORT GAS.** America has never exported natural gas...but that's about to change. For decades, natural gas prices in Europe and Japan have been much higher than in the U.S. Natural gas prices in Asia are 10 times higher than U.S. prices. Energy companies are keen to cash in on huge profits to be reaped by exporting liquefied natural gas. And plans to do so are in the works. The Federal Department of Energy (DOE) is approving applications from American natural gas companies that would allow them to export as much as 16 BILLION cubic feet of natural gas PER DAY...an astounding volume. In fact, the Federal Energy Regulatory Commission (FERC), in an April 16 order, approved construction of an export terminal in southwestern Louisiana proposed by Sabine Pass Liquefaction LLC. The company is authorized to liquefy and export up to 2.2 billion cubic feet of natural gas per day. Also, Cheniere Energy has received federal approval to build the LARGEST U.S. natural gas export terminal. The \$10 billion facility will also be in Louisiana. Less product in the U.S. means higher prices for U.S. consumers.

4 SHALE PLAY

continued from page 1

Several major players in the drilling industry have announced plans to scale back operations in dry gas areas, including Pennsylvania's northern tier, because mild winter weather and an abundant supply had caused natural gas prices to fall significantly, making drilling unprofitable.

Chesapeake Energy, for instance, eliminated 12 of the 24 rigs they'd operated in the Bradford County, Pa., area, and reduced fracking crews from eight to three. Talisman Energy, also a significant player in the northern tier, reduced its rig count from 12 to just three.

"We've seen a little bit of a slowdown for sure, but we anticipate

3. CUTBACKS IN PRODUCTION UNTIL NATURAL GAS PRICES RISE.

Big gas drilling companies in the Marcellus Shale fields are now cutting back on production to decrease supply and drive up natural gas prices. Evidence of this supply/price control is reported in *Shale Play*, a newspaper published for readers with interests in gas exploration and drilling in 169567 the Marcellus Shale region which spans parts of Pennsylvania, Ohio, West Virginia and New York. Read for yourself this excerpt from the April 12, 2012 edition of *Shale Play* (left).

CONCLUSION: All of the above market circumstances are now working together to create a perfect storm for the natural gas industry. Whipped up demand and choked-down volume will prove highly profitable for natural gas companies...**but costly for consumers.** Those hurt most profoundly will be homeowners who invested thousands in converting to natural gas...and bet on the hope that natural gas prices will stay lower than heating oil for an extended period of time. The history of the energy industry proves that they simply never do. And it's pretty hard to argue with history.

Pool Owners: HEAT YOUR POOL AND SAVE WITH DEITER BROS. PROPANE SERVICES!

If your pool water is heated with propane, check out these special offers available for a limited time for new propane customers. Swimming season is fast approaching so call us soon to cash in on these deals:

FREE!

Propane Tank Installation and Gas Piping

Includes a 100 gallon propane tank and up to 10 feet of gas piping fully installed by Deiter Bros.

FREE!

Propane Tank Rental for ONE YEAR

(Normally accessed for volumes under 200 gallons a year.)

FREE!

25 Gallons of PROPANE

Your first 25 gallons of propane are FREE with the first fill!

Limited time offers. Not valid with any other offers.

— TO REDEEM THIS OFFER —

E-mail: propane@dbrothers.com

Phone: 610-868-8566

Toll Free: 1-800-DEITER-1

For Deiter Customers ONLY

HEAT WAVE SALE

Our Hottest Prices In History!

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SAVE UP TO \$1,375!

Max. total savings \$1,375 in manufacturer's rebates only on select systems. **CALL NOW!**

PLUS, Allergy Relief Package to first 10 orders only. A \$1,000 Value!



Wall-Mounted • Propane Powered TANKLESS WATER HEATER

- Endless hot water
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- Last twice as long as old-style tank water heaters

Instant \$200 Rebate with Deiter Bros. – CALL NOW!

Heats
Water
ONLY
When You
Need It.



Home or Business

SECURITY SYSTEM

\$100 off any new system

PLUS, 10% Off Our Monthly Monitoring for First 3 Months!

(Why pay MORE every month with the national guys?)

Get better prices & service with us! **CALL NOW & SAVE BIG!**



DUCT CLEANING

Includes **FREE** Sanitizing—We treat air ducts with the same antimicrobial used in leading hospitals!

PLUS
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Rewards**



LAST IN STOCK • BLOWOUT PRICE!

Top Brand Mini Split Air Conditioner

— 18,000 BTU • No Ductwork Required • **Only \$995** —

Great Unit. Super Cooling. Blowout Price.

Don't Wait Or It's GONE!

Offers end **June 30, 2012**. No exceptions.
We cannot afford to repeat these offers!

CALL for QUOTE: 610-868-8566

E-MAIL for QUOTE: service@dbrothers.com

Please reference your customer # on address mailing portion.

DEITER BROS. VOTED **#1** FOR RECORD-SETTING 25TH YEAR

Many thanks to all Lehigh Valley homeowners and business folks who voted Deiter Bros. as the #1 choice for heating and cooling in the 2012 Who's Who in Lehigh Valley Business independent consumer research survey. Deiter Bros. won #1 in service and installation 20553 as well as fuel delivery.

This is the 25th year that our family company has been recognized with this service distinction and it's very humbling to realize that this sets a Who's Who record for earning the top-ranking in our industry. We place a lot of value in the consistency of our service quality...and a quarter century in the #1 spot is certainly consistent performance.



All of us here at Deiter Bros. are proud of this achievement but we can always do better and vow to continue working hard to earn your votes of confidence in the future as we have in the past. Thank you.

Energy Prices? An Economic Chess Game.

Pre-Pay and BetterWay Payment Plan LOCK-IN OIL PRICES COMING TO YOU SOON!

Energy prices are always a moving target. So when it comes to offering our customers the best possible locked-in price for Deiter Bros. PrePay Plan and BetterWay Payment Plans, we must play a bit of an economic chess game with the oil markets. When our industry sources (and our own instincts developed from 80-plus years in this crazy business) tell us the time is right, we commit to a volume buy and then issue a guaranteed per-gallon price to our PrePay and BetterWay customers in a formal offering letter, which usually goes out in late May or early June, depending on market/price dynamics.

WITH OIL PRICES NOW DROPPING (yay!) we're hoping that the trend continues as we wait for THE strategic moment to make our seasonal volume buy which will determine the per-gallon prices we can offer for the 2012-2013.

In the vast majority of cases during past years, our customers have saved by locking in at these early season prices. In most years, these plans have saved participants considerable dollars. Far more important, and the primary purpose, of these 126814 programs, is the peace-of-mind that comes with knowing that you would not be affected by a big upward swing in energy prices.

Our advice at this point? Sit tight and watch your mailbox for Deiter Bros. letter offering the best volume heating oil price. We're watching the markets like hawks. When the prices are right, we'll lock in...and offer what we trust will be volume bargain pricing on to you. Thanks.

Warm Weather Ahead!
**Central Air Conditioner
CLEANING & TUNE-UPS**
Have Already Begun!

**Hurry! Appointments Booking Fast.
Don't Get Caught In The Heat Wave.**

CALL US NOW! 610-868-8566

SUMMER HELP WANTED:

Deiter Bros. seeks reliable person to help in our warehouse, offices, yard or wherever needed during summer. Call **610-868-8566** or e-mail **jobs@dbrothers.com**.

Look at ALL Deiter Bros. Can Do for YOU!

Maybe it's our famous radio jingle ("Deiter Brothers Fu-el Com-pany...yeah..."). Maybe it's our tanker trucks and service vans buzzing all over the Lehigh Valley. But the fact is, most folks don't know ALL the products and services we can provide to local homes and businesses! So here's a checklist of them. 36047 How many of them would make your life more comfortable, healthier or more secure? Check off the services or products that may fit your life and give us a call for a FREE QUOTE.



CHECK IT OUT!

How many of these Deiter Bros. products/services can **WORK FOR YOU?**

INDOOR COMFORT

NEW Heating Systems Installation & Service:

- ☐ Boilers
- ☐ Furnaces
- ☐ Hot Water Heaters (Tank & Tankless)
- ☐ Heat Pumps
- ☐ Service Plans & More

NEW Cooling Systems Installation & Service:

- ☐ Residential
- ☐ Commercial
- ☐ Service Plans & More
- ☐ Humidification Systems
- ☐ Hard Water Solutions
- ☐ Fireplaces & More

ENERGY

- ☐ Heating Oil:
Cleaner burning bioblended EnviraFuel™
- ☐ Propane Gas
- ☐ Diesel Fuel
 - ☐ On-Road Diesel Delivery to Your Business
 - ☐ Off-Road Diesel Delivery to Any Worksite
 - ☐ Diesel Fleet Fueling at Your Business
- ☐ Pacific Pride Fuel Network
 - ☐ Gasoline ☐ Diesel ☐ On-Road
- ☐ Volume Pricing
- ☐ Budget Plans



**ALL Energy
Sources:
Heating Oil
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HEALTH

- ☐ Indoor Air Purification Systems
- ☐ Indoor Air Quality Testing & Solutions
- ☐ Duct Cleaning & Hospital-Quality Sanitizing for All Heating & Air Conditioning Systems
- ☐ Water Treatment & Purifying Systems

SECURITY

- ☐ Burglar and Fire Alarm Systems
- ☐ 24/7 Monitoring
- ☐ Emergency Backup Generators: Sales, Installation, Fueling
- ☐ GE Authorized Security Pros
- ☐ Custom Security System Design & Installation for All Home, Business Properties
- ☐ Closed Circuit TV Systems
- ☐ Environmental Detection Systems
 - ☐ Water
 - ☐ Fire
 - ☐ Carbon Monoxide
 - ☐ Temperature
- ☐ Video Over Internet
- ☐ Access Control & ID Badge Systems
- ☐ Homecare Monitoring

**PLUS, all of these
Deiter Bros. products and
services will earn you**



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