

## Oilheat is the Choice for Energy Conservation

The Oilheat Industry has an impressive record of helping our customers conserve energy. We provided a positive response to the oil embargoes of the 70s. Local Oilheat companies worked closely with their customers to help them conserve energy. Oilheat equipment manufacturers improved the efficiency of oil burners and heating equipment. The results are impressive. In 1973 it took 1,294 gallons of oil to heat the average home. Today the average Oilheat homeowner uses 833 gallons.

Thanks to conservation measures, and the increased efficiency of new Oilheat equipment, Oilheat customers today use 6 billion fewer gallons of oil a year than they did in the 1970s. The Oilheat Industry continues

to search for ways to conserve even more energy in the future.

## Oilheat is an Excellent Investment

If you are buying a new home, you can assure yourself of a reliable, economical heat supply by choosing a home with a modern Oilheat system. You can also reduce your heating bills by converting your present home from electric, natural gas, propane, or wood heat to Oilheat. Since heating oil prices are typically 2.5 to 5.5 times lower than electricity prices, converting electric resistance heat, heat pumps, and electric water heaters to oil is an especially good way to reduce your home heating costs.

If you own an older Oilheat system, you can upgrade it with a new oil burner, furnace, or boiler. You can enjoy considerable savings and the luxury of unlimited hot water by replacing your electric or gas water heater with an oil-powered water heater system.



These conversions and upgrades can return your investment costs in one or two years, and continue to provide you with handsome, tax-free returns on your investment year after year.

## Oilheat is Economical

Oilheat is significantly less expensive than electric heat and propane. From 1987 to 1995, the average prices of oil and natural gas in the United States were comparable. The average price for oil has been lower than gas since 1995. Oil is now also

cheaper than gas in most of Canada.

The best way to compare energy prices in your market is to look at the price per unit of heat value. Scientists measure heat value in British Thermal Units or BTUs for short. A BTU is the amount of energy required to raise one pound of water one degree F. It is about the heat of a birthday candle flame.

When comparing the unit costs for the various fuels, remember to include any taxes and meter or service charges the gas or electric companies add to the bill.

Energy prices can vary widely. Your full-service Oilheat dealer can help you compare energy prices in your area and calculate your potential savings with Oilheat.

**Heating Oil has 138,690 BTUs per gallon.**

**Natural Gas has 1,030 BTUs per cubic foot. 135 Cubic feet equals the heat content of one gallon of oil.**

**Propane has 91,500 BTUs per gallon. 1.52 gallons equals the heat of one gallon of oil.**

**Electricity has 3,413 BTUs per kilowatt hour (kwh). 40.6 kwh equals the heat content of one gallon of oil.**

**Wood: One full cord of wood has the heat value of 95 gallons of oil.**

**Anthracite Coal has 12,000 BTUs per pound. About 12 pounds equals the heat content of one gallon of oil.**

## Oilheat has an Outstanding Future

- Storage
- Boilers
- Hot Water
- Forced Air
- Air Conditioning
- Fireplaces & Decorative Stoves

Recent innovations in heating oil delivery and oil heating equipment, including burners, controls and heat distribution systems, offer important opportunities for cost savings, lower air emissions, and other performance improvements.

New Oilheat employs very sophisticated technology to achieve its incredible reliability, efficiency, and safety. The

Oilheat equipment being developed in our research facilities will ensure Oilheat's advantages over other fuels well into the future.

Oilheat is Safe, Efficient, Economical, Clean, Environmentally Friendly, Convenient, Dependable, Comfortable, Reliable, and Secure. It improves your family's quality of life. Oilheat is the fuel of the future!



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# FEEL

# THE

# DIFFERENCE

**OILHEAT**  
powered by  
Clearburn Science



**Oilheat is Consistent, Comfortable, Satisfying Heat**—compared to other types of heat that can leave you shivering, no matter where you set the thermostat. You can actually feel the difference Oilheat makes... and you will love it!

Comfort is only one of the many benefits Oilheat users enjoy. The following reasons are why so many people are building new Oilheated homes.

**Oilheat is Versatile.** It can be used in forced air, boiler or radiant appliances. Air conditioners and electronic air cleaners can be added, and Oilheat can be used in fireplaces or decorative stoves. It can even keep the snow off your driveways and walks in the winter. Water heated with oil offers an abundant source that virtually will not run out. A family can take showers while the washing machine and dishwasher are running. You can keep your pool and Jacuzzi® at the temperature you prefer.

### **Oilheat is Efficient**

Oilheat has always been the efficiency leader. Heating efficiency is the amount of usable heat extracted from the potential energy of the fuel. If a heating system is 85% efficient, 85 cents of every dollar you spend goes to heat your home and hot water.

Efficiencies of new oil equipment range from 83% to 94%. Efficiency for gas ranges from 78% to 95%. Electric resistance heat and electric water heaters are between 27% and 31%,

air-to-air heat pumps between 51% and 62%, and geothermal (ground source) heat pumps between 76% and 82% efficient.

### **Oilheat is Clean Heat**

Research conducted at Brookhaven National Labs shows that achievements in technology have reduced oil burner emissions to near zero levels. The new U.S. Environmental Protection Agency emission ratings affirm that oil burners are now one of the cleanest combustion sources in the United States.



*The U.S. Department of Energy's Energy Information Agency states, "Consumers continue to choose Oilheat for its competitive prices, for the personal service they get from their fuel oil vendor, and for the overall heating comfort and ready hot water Oilheat provides."*

When properly adjusted and maintained, Oilheat systems create no observable soot, dirt, or odors in the home. They release no smoke or combustion residue up the chimney. Emissions from residential gas, propane, and oil burners are all at about the same low level.

### **Oilheat Means Having a Reliable and Secure Heating Oil Supply**

There are over 36 oil-producing countries.

We are not dependent upon any one country or region for our supply. We enjoy an over-abundance of crude oil, and world oil reserves will last for a long time.

Oilheat suppliers have kept their customers warm despite wars, embargoes, political unrest, and natural disasters.

The future looks bright as well. Technological advances are slashing the cost of finding, producing, and refining oil.

The average cost per barrel for finding and producing oil has dropped about 60% in real terms over the past ten years, while proven reserves are about 60% higher than they were in 1985.

### **Oilheat Has Little Impact on the Environment**

The environmental impact from using home heating oil is minimal—much lower than the alternatives, especially electric heat and wood. The air pollution emissions from oil burners are insignificant, and oil storage tanks do not present a threat to the environment because heating oil is biodegradable.

The costs to society of using the various fuels include such things as the impact of air pollution, crop failures and the impact on fishing grounds. When all factors are considered, low-sulfur Oilheat comes out as the least damaging heating source



available. It is 1% better than natural gas or propane. Oilheat is 136% better for the environment than geothermal heat pumps, and 208% better than air-to-air heat pumps. It is 516% better than electric resistance heat and electric water heaters, and Oilheat is an amazing 2,437% better for the environment than wood heat! By converting from electricity to Oilheat, you can reduce emissions by 12 tons per home, per year. By converting an electric water heat to oil, you will save 2 tons per year!

### **Oilheat is Safe**

Heating oil is nonexplosive. In fact, it will not burn in a liquid state. In order to light oil on fire, you must heat it above 140° F, the

temperature at which it begins to vaporize. In contrast, when natural gas or propane leaks, even at room temperatures, an explosive mixture of air and fuel forms rapidly, which can be dangerous.

Oil is also safer when it comes to carbon monoxide emissions. When an oil burner malfunctions, it usually creates a great deal of smoke before it creates carbon monoxide.

The smoke serves as a warning signal. On the other hand, natural gas and propane create carbon monoxide first, smoke second. There is no warning.

Regardless of the type of fuel you use, a carbon monoxide detector should be installed in every home, and every heating system should be inspected periodically by a heating technician.

### **Oilheat Provides Security**

With Oilheat, customers have a supply of fuel oil stored in a tank on their property. They have control of their heat. There is no need to worry about the weather, pressure drops in the gas pipeline, broken gas mains, or malfunctioning gas pressure reducing valves.

Because heating oil is safe, the oil tank can be located anywhere that's convenient—garage, basement, underground, or next to the home.



In the U.S., all underground residential heating oil storage tanks, regardless of size, are exempt from federal and most state regulations because the government found that these tanks do not present a threat to human health or the environment.

### **Oilheat Homes are Cozy**

Comfort is the benefit Oilheat users enjoy the most. They find Oilheated homes to be cozier than gas or electric heated homes. Oilheat produces higher air temperature in the home than heat pumps. This keeps people warmer. It is hard to determine all of the factors that make Oilheated homes more comfortable. They just seem to have a nice cozy feeling.

### **Oilheat is the Choice that Offers a Choice**

Oilheat companies are independent, and they compete aggressively for their customers' loyalty.

Gas and electric utilities have always been state regulated monopolies. They have had no competition from other gas and

electric companies. The government guaranteed them a profit. Oilheat Industry surveys indicate that the utilities tend to be bureaucratic and unresponsive toward their customers. A utility industry executive admitted that utilities count meters, and oil dealers count customers.

It is true that some states are starting to decontrol electric and gas, but it will take a long time for that to happen, and even longer for the

former monopolies to learn how to compete as Oilheat companies do with their famous "I'll be right over" service.

With all the important benefits provided by Oilheat, it is easy to understand why over 13 million homes and businesses across North America rely on oil-powered heat and hot water.

