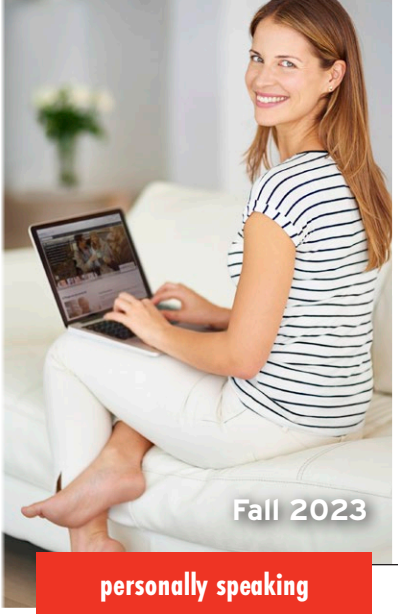
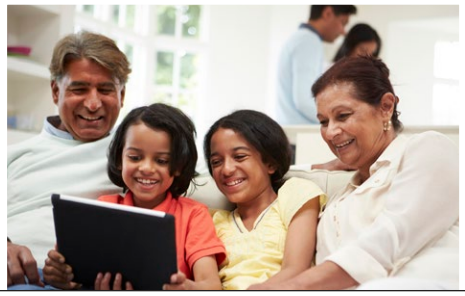


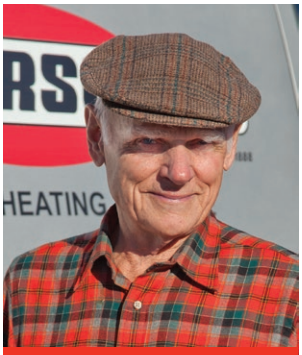


from JW PIERSON CO

personally speaking

what's ahead for Bioheat® fuel?

Dear Friends,



Jim Pierson

We're committed to doing our part to reduce emissions and mitigate the effects of climate change. One of the most important things we have done is to embrace **Bioheat® fuel,** a blend of ultra-low-sulfur heating oil and biofuel. This is a big step forward in immediately reducing our country's greenhouse gas emissions without the huge costs associated with converting homes and businesses to electric heat pumps.

Heating systems burn fuel more efficiently, last longer and require fewer repairs with Bioheat fuel. No system modifications are necessary.

The endgame is to transition to **B100** Bioheat fuel, an all-biofuel, no-petroleum home heating fuel.

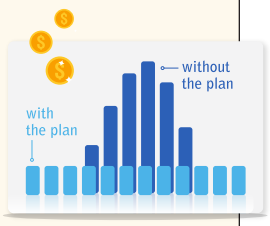
In preparation for this, the R.W. Beckett Corporation has begun production of fully-warranted burners with B100-compliant components. Additionally, the National Oilheat Research Alliance (NORA) has demonstrated that a home heated with **100% biofuel** with solar panels to produce electricity can reach **net-zero carbon emissions** quickly—and at an economically viable cost.

You can count on the quality of heating oil to get even better in the years ahead. And you can depend on JW Pierson to be there by your side to help you stay comfortable and safe while reducing greenhouse gas emissions.

Warmly,

Jim Pierson,
President

stay immune from big delivery bills



We have a proven way to make heating your home less stressful—and less expensive. We call it the **E-Z Pay plan.** Enrollment is free, and we give all E-Z Pay customers an automatic **3¢-per-gallon discount.**

After we estimate your total bill for the coming year, we'll split that total into manageable monthly payments throughout the year. Instead of facing big bills during the coldest part of winter, you'll pay much lower, more predictable bills throughout the year.

For more convenience, choose our **paperless billing** option. Rather than our driver giving you a printed delivery invoice, we'll send you a statement by email. You can go to our website and sign up for paperless billing today!

Many of our customers have also signed up for **Autopay.** This option gives you **5¢-per-gallon discount** and allows you to make automatic payments through your credit card. It's an easy way to build up reward points.

Please go to **JWPierson.com** for more information or to request enrollment in E-Z Pay, paperless billing and Autopay.

WIN Chef-Recommended Cookware

Take your culinary skills to a high level! Enter our drawing to win a six-piece starter set of **HexClad** cookware, which combines the durability of stainless steel and the easy cleanup of nonstick. The sizes and designs of these skillets are based on the pan preferences of professional chefs around the world. **Three grand prize winners will be chosen!** We will also award one second-place prize: **a $250 Visa gift card.**

Read this newsletter and answer the questions on the enclosed reply card to enter. All entries received by **1/19/24** with the correct answers will be entered into a drawing for the prizes.

No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

OFAL23-17761A

What Do You Call the Fuel Inside Your Tank?

Do you think of it as heating oil? Fuel oil? Maybe you just call it oil. Have you ever referred to it as Bioheat® fuel? We explain the difference here.

Fuel Oil vs. Heating Oil: What's the Difference?

A lot of people tend to say heating oil and fuel oil interchangeably when describing their home heating fuel. That's perfectly OK, but be aware that the term fuel oil is not limited to home heating oil. Fuel oil is a broader term because it refers to any petroleum product that can power a home heating system **or** an engine. For instance, **diesel fuel** is a fuel oil.

Both fuel oil and home heating oil are sourced from crude oil during the refining process, which separates crude oil into different "fractions" while removing impurities. The lighter fractions of crude oil eventually become propane, butane and petrochemicals.

Slightly heavier fractions are used to produce gasoline, kerosene, jet fuel, diesel fuel and home heating oil. But that's not all. There are also heavier fractions refined from crude oil that can become No. 4 or No. 6 heating oils. These heavier grades of heating oil commonly fuel the large heating systems found in commercial and industrial buildings, schools and hospitals.

Are Heating Oil and Diesel the Same?

While there are two categories of diesel—on-road and off-road—there is no chemical difference between them. The only difference is their appearance, intended usage and price. On-road diesel, which is subject to tax, powers vehicles like buses and trucks. Off-road diesel, which is not taxed, fuels equipment like tractors and generators.

Petroleum-based **home heating oil,** or No. 2 fuel oil, is essentially the same as off-road diesel. However, many homeowners and businesses can now can count on an even more environmentally-friendly product when they get a heating oil delivery from us.

Bioheat® Fuel: A Great Option for a Cleaner Future

We have delivered heating oil blended with **renewable biodiesel** (also known as biofuel) for some years now. The most refined grade of heating oil available, Bioheat fuel is also one of the cleanest burning heating sources for your home. It reduces greenhouse gas emissions significantly, and no changes to your existing heating oil system are necessary.

The biodiesel blend in Bioheat fuel comes from various organic materials, including food byproducts like soybean oil. You sacrifice no food with biodiesel production.

What's so great about Bioheat fuel? When traditional fossil fuels that do not contain biodiesel burn, they take carbon that was originally stored in the ground and release **100%** of that carbon into the atmosphere.

In contrast, biofuel combustion actually **recycles** carbon-dioxide emissions through renewable plant materials and other biomass feedstocks contained in biofuels. That's why Bioheat fuel can be considered a clean energy source with **net-zero emissions** in the future. Clean electricity (still a work in progress) is not the only game in town!

How Much Heating Oil Will I Need?

Many factors affect your fuel use, including the outdoor temperature, the size of your home, the quality of insulation in your home, the efficiency of your furnace or boiler and your family's heating preferences.

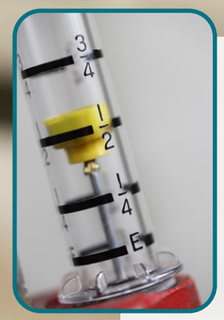
But here's one basic rule of thumb that will help to give you a general estimate. The median size of a new single-family home built in 2018 was nearly 2,400 square feet. If outdoor temperatures average about 32° over a 24-hour period, that size home would consume about six or seven gallons of heating oil per day. Naturally, if temperatures remain above freezing and you live in a smaller home, you will use less heating oil per day.

Be Ready for a Delivery

Here's what you can do to help ensure that your fuel delivery is as efficient as possible during the winter.

- **make sure your outdoor heating oil tank** is always cleared of ice and snow.
- **shovel a path** to your heating oil tank or fill pipe after a snowstorm.
- **mark the location** of an underground tank with a stake that is visible above snow so our driver can find it easily.
- **plow or shovel your driveway and lay down salt or sand** to create a wide enough path so our bulk trucks can navigate it safely.

Our drivers thank you in advance!



Reading Your Oil Tank Gauge

On top of the heating oil tank, you'll see a clear glass or plastic tube that is marked with numbers that resemble the gas gauge of your car: F, ¾, ½, ¼. A brightly colored marker or float commonly indicates the amount of fuel left in your tank. If the float is at the bottom of the gauge or not visible at all, your tank is empty or nearly empty.

If you think the gauge is not working properly, please contact us. You never want to **guess** how much oil is left in your tank.

JW PIERSON CO

Heating Oil • Emergency Service
Heating and Air Conditioning Equipment Sales & Service

Call Us! 973-673-5000 • Visit Us! JWPierson.com

ask the expert

Q: Do I need a heating system tune-up every year?

A: We highly recommend it. Like your car, your heating equipment has a range of mechanical components that can wear down or break if you neglect maintenance. Ideally, a heating system should receive service **once a year** to ensure it is operating safely and efficiently. If you have a service plan, the cost of your tune-up is included. Plus, a service plan provides great repair coverage with labor on covered parts and and services included.

Q: How do I know when I need a new heating system?

A: If your equipment is over 15-20 years old and has been breaking down more frequently, ask us about your replacement options. We're experts in the installation of high-efficiency furnaces and boilers. We can also help you qualify for big savings with financing, New Jersey heating oil rebates and federal tax credits. Please reach out to us today for a **FREE** estimate.

Bob Fentzlaff
Operations Manager

JW PIERSON CO

P.O. Box 1101, Glen Ridge, NJ 07028

PRESORTED
STANDARD MAIL
U.S. POSTAGE
PAID
DG3

Like us on Facebook! Facebook.com/JWPiersonCo

what are customers saying about us?

If you are pleased with our services, we would be thrilled if you would post a review online. Just go to Google Reviews, our Facebook page or your favorite review site. Like the comments below, your feedback always gives our team something to smile about.

"JW Pierson is a great company. Everyone is always professional and helpful. They're here in 15 minutes if you need them." ★★★★★ — Ted B.

"These guys are the best! Quick response time, extremely knowledgeable and the best customer service experience I have had. Thank you, guys!" ★★★★★ — Peter Y.

commercial fuels and HVAC service, too

Hundreds of businesses in North Jersey trust JW Pierson to meet their **commercial fueling** and service needs. Whether you're in construction, run a waste hauling company or are involved in another commercial venture, you can trust us to keep your operation moving forward as efficiently as possible and without delay.

When you're a JW Pierson commercial customer, you can count on **prompt, professional service** from us. This includes **on-site fueling service.** We provide our commercial customers with this convenient service for both on-road and off-road diesel equipment.

Become our customer, and we'll happily put together a customized diesel delivery schedule for your business. We can be your HVAC service partner, too, since we have the expertise to install, maintain and repair all types of commercial heating and air conditioning equipment.

Please call, return the enclosed card or contact us through our website for a quote.

See the enclosed flyer for our special savings opportunities this fall!