



Winter 2025



from



personally speaking

proud to be your home comfort partner

Dear Friends,

J.W. Pierson has been a local, family-owned business for more than 100 years. We've worked hard to build a company that is friendly, responsive and dependable. We have caring, dedicated employees who are trained and licensed to do the job right. Our staff, along with our amazing customers, contribute to the community in so many different ways. Most importantly, the J.W. Pierson team is proud to take care of you, no matter what Mother Nature throws our way.

As we brave another heating season, we encourage you to remember the importance of regular equipment maintenance. This is the best way to avoid problems with your heating system. Please contact us to arrange for your heating tune-up.

If you do run into any heating issues, remember that we're your **home comfort partner**. Our experienced and friendly



service technicians are always on call to get your life back to normal again. And if your heating equipment is past the point of repair, we'll help you find a suitable and affordable replacement system, whether it's a furnace, boiler or water heater. J.W. Pierson is also your trusted partner for solving indoor air quality problems.

So, whatever your home comfort needs, we'll respond promptly whenever you contact us. Our mission is to help you stay warm and safe in the months ahead. Please reach out to us at any time.

Warmly,

The Pierson Family

The Pierson Family

make winter easier

Here are four ways you can take some of the worry out of the cold months of winter:

1. Enroll in **E-Z Pay**, our monthly payment plan, and eliminate big fuel payments during the coldest part of winter. It doesn't cost you anything to enroll. In fact, E-Z Pay customers get a discount of 3¢-per-gallon for their heating oil!
2. Switch to **Autopay** and never worry about a lost check or misplaced invoice ever again.
3. Use our **mobile app** to schedule service, order fuel, pay and review your account anytime, anywhere.
4. Protect your heating equipment with a **service plan**, which covers you for the most common repairs and provides you with an annual tune-up.

If you have any concerns about getting your home ready for winter, please reach out to us, and we'll be happy to help.

WIN \$500 Worth of Food

These days, everyone can use some extra money in their pockets when they go food shopping. Here's your chance to do that.

Just read this newsletter and answer the questions on the enclosed reply card to enter. All entries received by **2/28/2025** with the correct answers will be entered into a drawing for a **\$500 gift card** for your favorite supermarket. **Three winners will be selected!**



Oil Heat: Champion of Comfort

You can continue to rest easy knowing you can rely on heating oil to deliver great value while being one of the cleanest, safest and most efficient home heating fuels — now and in the future.

The Energy Efficiency King

Heating oil generates nearly 140,000 Btu of heat for every gallon burned and warms a home evenly and efficiently. That's more Btu power than 100 cubic feet of natural gas and 10 kWh of electricity combined! This is because the flame in a heating oil system burns much hotter than many other energy systems, producing more heat and hotter air or water. So, when the outdoor temperatures are below freezing, that powerful heat output can help keep your home as cozy as ever.

Technology has also brought great improvements in heating oil equipment efficiency, which has reduced annual fuel consumption by 20% or more. This has saved heating oil consumers a lot of money on fuel. Plus, we are now seeing more super high-efficiency systems become available with efficiency levels of 90% or more!



How Safe is Heating Oil?

Heating oil is a remarkably safe home heating fuel!

First, heating oil cannot explode in its liquid form. The fuel that sits in your tank is as likely to explode as the water in your backyard swimming pool.

Additionally, a heating oil system poses a very low risk of carbon monoxide poisoning. If an oil burner malfunctions (most often due to a lack of maintenance), the safety devices in the unit will typically shut the heating oil furnace or heating oil boiler off.

Plus, you will usually see smoke coming out of your boiler or furnace as a warning sign. In contrast, a gas heating system usually does not produce a visual warning sign if there is a carbon monoxide problem.



Bioheat® Fuel Raises the Bar

We deliver Bioheat fuel to our heating oil customers, and it's been a game-changer when it comes to heating your home, saving you money and helping the environment. Bioheat fuel is a blend of ultra-low-sulfur heating oil and premium biofuels made from renewable resources such as plant oils.

Bioheat fuel is cleaner burning, generating fewer greenhouse gas emissions than both conventional heating oil and, depending on the blend level, natural gas.

Bioheat fuel leaves fewer deposits on your system's internal parts. That helps to reduce wear and tear, meaning you will likely have fewer breakdowns and a longer life expectancy for your heating oil system. No system modifications are needed to use our Bioheat fuel!



Will We Run Out of Electricity?

We all know that electricity is vital to our lives. But these days, our country needs a lot more of it, partly because of the government's push to expand the use of electric vehicles and electric heat pumps. But that's not all.

The International Energy Agency has projected that electricity demand from the approximately 8,000 global data centers—one-third of which are in the U.S.—will more than double from 2022 to 2026. The primary reason for this is the explosive growth of artificial intelligence (AI), which gets its strength from thousands of computer servers in data centers around the world. AI models consume power at a much higher rate than data centers in the pre-AI days.

Right now, residents in many communities are worried about the impact of new data centers going up in their neighborhood, including the possibility that taxpayers may get stuck with the cost of adding more power lines.

None of this is good news for Mother Earth either. Despite progress in the expansion of renewable energy sources like wind and solar, electric power generation remains the largest source of carbon dioxide (CO₂) emissions in the world.

It is also bad news for our fragile electric grid, which could leave us vulnerable to massive power outages if we don't come up with a smarter energy plan. To us, this includes recognizing the importance of renewable Bioheat® fuel as a viable option for heating homes now and in the future.



Heating Oil vs. Other Fuels

While prices will always rise and fall, you can rely on heating oil for great value. That's because a gallon of heating oil gives you a lot more heating energy than what an equivalent amount of other heating fuels can generate. Here's how we know this.

Energy or heat content can be used to compare energy sources or fuels on an equal basis. You can convert fuels from physical units of measure (such as weight or volume) to a common unit of measurement of the energy or heat content of each fuel.

For example, the U.S. Energy Information Administration uses British Thermal Units (Btu) as a unit of energy content and has calculated the sample Btu conversion factors shown here. As you can see, heating oil is far and away the most energy-efficient of the four most popular heating fuels.



Electricity	1 kilowatthour = 3,412 Btu
Propane	1 gallon = 91,452 Btu
Natural gas	1 therm = 100,000 Btu
Heating oil	1 gallon = 138,500 Btu

Sources:
time.com/6987773/ai-data-centers-energy-usage-climate-change/
iea.blob.core.windows.net/assets/6b2fd954-2017-408e-bf08-952fdd62118a/Electricity2024-Analysisandforecastto2026.pdf





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ask the expert

Q: How reliable are heat pumps during the winter?

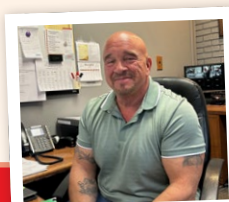
A: While electric heat pump systems provide excellent air conditioning, they are just not reliable enough to be your only heating option in winter. When the outdoor temperature falls below freezing (32°F), heat pump performance can decline significantly. This is where a secondary heating source, usually in the form of a heating oil boiler or furnace, plays a big role in keeping your home warm.

Heat pumps are also notoriously difficult to repair, especially if your technician needs to work on the system's outdoor unit in the middle of winter. Sometimes, the weather makes that impossible!

If you want to replace your old heating system, please contact your friends at J.W. Pierson. We can give you good advice and explain all your replacement options.



Paul Cuprewich
Service Manager



Please welcome our new operations manager, Joe Costanzo!

new A/C refrigerant

On January 1, 2025, a new regulation went into effect that changed the refrigerant in new cooling equipment. As a result, manufacturers have to add new components to their equipment to make them compatible with the newer refrigerants.

This raises the cost of new A/C equipment or heat pumps by 20-25%. So, if you were thinking of upgrading to a central A/C system or ductless mini-split heat pump, it's the perfect time to act.

We have plenty of equipment in stock at last year's prices that we could install for you right away. We could also help you qualify for federal tax credits of up to \$2,000.

Contact us today to learn more!



do you like our service?

If you're happy with our service, please take a moment to spread the word! All you need to do is post an online review about your service experience with us. It would mean

the world to our hard-working employees, who always make your comfort, safety and satisfaction their top priorities.



Posting a review is easy as pie! Just scan this code with your smartphone to get started.



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



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commercial fuel service

Whether you're in construction, manage a waste hauling company or are involved in another commercial venture in North Jersey, you can trust J.W. Pierson

to keep your operation moving forward. You can always count on us for **prompt, professional service**. This includes our **on-site fueling service** for both on-road and off-road diesel equipment. We would be glad to provide you with 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 reach out today to request a quote.



Refer a friend who becomes a J.W. Pierson automatic delivery customer, and we'll give you a \$100 account credit! Please contact us for details.