



warm thoughts cool ideas

from H.B. McClure COMPANY

fall 2012

PERSONALLY SPEAKING

our customers know it: we're much more than oil

Dear Friends,

With such a long history as a heating oil supplier in central Pennsylvania, it's understandable that some people still think of H.B. McClure as an "oil company." But most of our customers know better; they call us to deliver propane, fix their leaky faucets, replace their failing water heaters, clean their ducts or provide electrical repairs.

Most customers also know that when anything goes wrong with their heating or cooling system, or when they need a plumber or want to learn how they can lower their energy bills with innovations like geothermal or solar, H.B. McClure is the company to call.

It's all part of our commitment to you—to be your year-round



Bob Whalen and Robert McClure

home comfort partner. From the day H.B. McClure opened its doors in 1914, all the way through to today, we have always adapted to the needs of our customers in order to better meet their home comfort needs.

Rather than an "oil" company or a "heating" company or an "HVAC" company, we want you to think of H.B. McClure as a **home solutions** company—one that is here for you every day and ready to help, come what may.

Warmly,

Bob McClure
Chairman of the Board

Bob Whalen
CEO

affordable protection options

Here at H.B. McClure we think that every customer should be able to benefit from the peace of mind and savings that come with a service plan. That's why we offer a variety of **Gold Shield Service Plans**, so you can choose the right one for the type of system(s) you have and the level of coverage you are looking for.

We offer **Base, Preferred** and **Premier Plans** for coverage of furnaces, heat pumps and air conditioning systems. All plans include at least one annual tune-up, a service that has the potential to **reduce your heating or cooling bills by up to 10%**. You also receive **priority service** and either a **discount** or full parts-and-labor coverage for a long list of repairs.

In addition we offer complete annual inspections of your electrical and plumbing systems. To learn more, go to www.hbmccclure.com and click on "Gold Shield Contracts."



a site to see

We created our website mainly for our customers—to let you know about the full range of our services, products and programs, and to make it easier for you to do business with us.

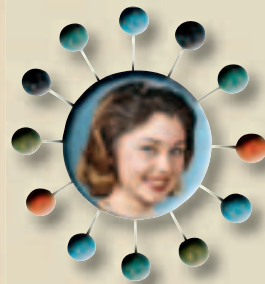
For example, did you know you can go to www.hbmccclure.com and schedule a service appointment, pay a bill or enroll in our fuel price protection programs? Here are some other reasons to pay us a visit online:

- to order propane or heating oil
- to get energy-saving tips
- to check on the latest rebates and promotions
- to compare our Gold Shield Service Plans
- to sign up for discounts and specials

Next time you are "browsing" the Web, please take a few minutes to check out www.hbmccclure.com. You'll be glad you did. We also encourage you to "Like Us" on Facebook, where you'll find helpful seasonal tips and special offers.



Meet Jim and Judy, time travelers from 1962. Follow along as we give them a first-hand view of a modern home.



"Wow, our system is a lot bigger and noisier compared to this one. Can this thing really keep you comfortable?"



Absolutely! Bigger and louder is definitely not better in 2012. Today's technology has enabled manufacturers to produce furnaces, air conditioners and heat pumps that are not only smaller and exceptionally quiet, but highly efficient as well.

The high-efficiency heating and cooling systems of today use substantially less energy—30% less or greater—than the less efficient models of the past. These modern systems have gone a long way to **making a home greener.**

"This home doesn't look GREEN to us. What do you mean?"

You're being too literal. "Green" means being **friendly to the environment**. People started paying attention to this issue back in your day—1962—when Rachel Carson had her book "Silent Spring" published. Eight years later, we celebrated our first **Earth Day** to raise awareness further.

The commitment to being a **guardian of the environment** is even stronger today. Many of the products you see in our homes have a special label called **Energy Star**. That label means these products will not waste a lot of energy or create a pollution problem.

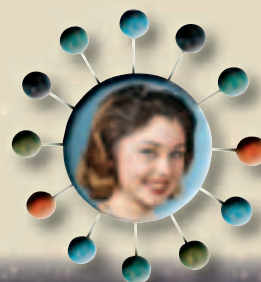
It was figured out that in just one year, Energy Star products helped decrease pollution by an amount equal to the pollution produced by **33 million cars**. Together, these Energy Star products helped people save **\$18 billion** on their energy bills in just one year!



In 2010, Energy Star products saved \$18 billion on utility costs—and avoided emissions equal to 33 million cars.



"Another thing we've noticed about this home is that everything feels and smells fresh. That's more new technology, right?"



"Homes are certainly bigger here in the future, but every single room feels totally comfortable. It doesn't seem possible."



As you can see, this home has a lot of open space; it's multi-level and has large windows that bring in a lot of natural light. But this modern design presents comfort challenges if there are only one or two thermostats in the house. Rooms with direct sun exposure or those on the upper levels will get too hot. Rooms that are located too far from the thermostat may get too cool. Keeping a consistent temperature in every room does seem impossible.

But the HVAC industry has responded to this challenge by installing **zone control systems**. Basically, more thermostats are added and the ductwork is modified to create additional temperature zones. This allows the heating and cooling systems to provide better temperature control. With zoning, you can heat or cool only the rooms you want, when you want. Besides great comfort, a zoning system **saves a lot of energy and reduces utility bills.**

Correct. In the 1970s, we started building homes that were more air tight so people wouldn't lose as much cooled and heated air. But this limited ventilation and trapped unhealthy stale air inside. More problems were caused by the products people were bringing into their homes. Carpeting, disinfectants, fragrances, cosmetics and other common household items all were found to emit harmful toxins.

The HVAC industry now has techniques for **analyzing indoor air quality**, including the collection of air samples and computer modeling of air flow inside a home. This allows us to understand the reasons why the air inside a home is unhealthy and helps us to offer strategies for improvement.

Solutions include air cleaning systems, air purifiers and humidification systems. Stale indoor air can also be replaced with fresh clean air from outdoors with a device called an air-to-air exchanger.

Time travel with Jim and Judy!

Let's join Jim and Judy to see what we might find in the not-too-distant future. Some of these things are already happening!

- **Home performance** services remain in great demand as homeowners strive to make their homes as energy efficient as possible. (Making recommended improvements after a home performance audit saves the average homeowner 30% on annual energy costs.)
- There is an increased emphasis on **"green design,"** which focuses on indoor air quality throughout the design and construction of new homes. This includes a technique known as **"demand controlled ventilation,"** which reduces energy consumption while maintaining proper indoor air quality.
- **Mobile, wireless programmable thermostats** are becoming a common feature in homes. More people use their smartphones or computer tablets to program their thermostat when they're away from home.
- What's old is new again! Thousands of years after the Romans used geothermal energy to produce heat and hot baths, more homeowners are installing energy-saving, **earth-friendly geothermal heat pumps.**
- Most transactions are now **electronic.**
- **Energy-efficient light bulbs** are saving the average household about \$85 on electricity every year.
- **Integrated controls**—combining heating, cooling and indoor air quality with electronic air filters and zoning—are another common feature in the home of the future.



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➡ **\$300 of free fuel**

➡ **avoid big repair bills**

\$300 of free fuel oil or propane

This is a great time to buy a new heating system from H.B. McClure—not just because it's getting colder, but because **we're giving away \$300 of heating oil or propane** to every customer who buys a new boiler or furnace from H.B. McClure **and** signs up for automatic fuel delivery before Oct. 31, 2012.

Here's another great reason to act now: energy savings. If your system is older, it's possible you may **save 20% or more on your annual heating bill**. Today's systems are far more energy-efficient



Call today and save 20% or more on your annual heating bill!

than those installed 20-plus years ago, and you will not only save money, but you'll benefit from reliable consistent comfort all winter long.

Please call us today and ask to speak to one of our heating equipment specialists.

And remember that no matter which system you buy from us, **you can depend on an expert installation for maximum comfort and energy efficiency—satisfaction guaranteed.**

geothermal: an investment that pays off

H.B. McClure has been installing geothermal heating and cooling systems for more than 40 years. This experience has made us a regional leader in geothermal, a renewable energy source that has the potential to cut your heating and cooling bills by 50% or more!

John M. of Camp Hill is thrilled with the geothermal heating and cooling system we installed for him in late 2008. Here is what he told us:

"While it's nice to not be paying for oil or gas to heat the house during a cold winter, it's during the hot weather that the system really shines. The geothermal system pours out the cold air and never gives the slightest impression that it's struggling to do so. It's a great feeling to be keeping the house so comfortable at minimal cost and in an environmentally responsible fashion."



Gerald Heichel
plumbing estimator

ask the expert

Q: What kind of plumbing services do you offer?

A: Many people don't know that H.B. McClure is a full-service plumbing contractor. We have licensed plumbers on staff who have the training and experience to handle everything from a leaky faucet to a complete kitchen or bathroom plumbing installation.

Here are just some of the plumbing services we provide for our customers:

- ✓ leaking faucet
- ✓ leaking pipes
- ✓ leaking water service
- ✓ sewer & water line repair/replacement
- ✓ broken sewer line
- ✓ water conditioning
- ✓ fixture/faucet replacements
- ✓ water heaters
- ✓ clogged toilet or sink

Call us any time, 24 hours a day, for emergency plumbing repairs at 232-4328 (HEAT). If you would like an estimate on a kitchen or bath renovation, go to www.hbmclure.com and click on "Customer Center" and then on "Request an Appointment."