



# warm thoughts cool ideas

from H.B. McClure COMPANY

winter 2010

## PERSONALLY SPEAKING

### the value of quality service

Dear Friends,

**N**obody has been untouched by the current economic troubles, but hopefully we have turned a corner. H.B. McClure has been around



Bob Whalen and Robert McClure

for nearly a century and we have dealt with challenging times before. We know how to help our customers get through the worst.

We don't use gimmicks to gain customers. Our goal is to combine competitive prices with quality service you can trust.

You will benefit by continuing to do business with a full service company like us because we have some terrific programs—

such as equipment upgrades and service plans—to help you conserve both energy and your hard-earned dollars.

And if you ever need emergency service, our highly skilled technicians are here to help you, 24 hours a day, 7 days a week.

No matter what comfort problem you face or what kind of system you are looking for, you can be assured we'll give you the right advice to make a change for the better.

We have the expertise and knowledge to help make your home more comfortable—and save you money.

Please let us know if there's anything we can do to help.

Warmly,

Bob McClure  
CEO

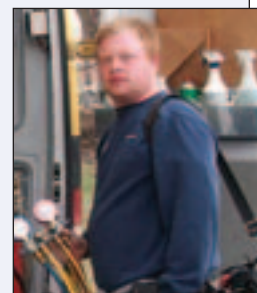
Bob Whalen  
President



## our techs are tops

**W**ith an average of more than a dozen years of experience each, the technicians on our team make it one of the most qualified in the area.

Our technicians are certified to repair and install both heating and cooling equipment, so when one of them comes to your home, there's virtually no problem he can't handle. This provides priceless peace of mind—because you know your repair, maintenance and installation work will be done quickly and expertly.



Dominic Bailor  
service technician

And when the job is done, before leaving your home, we'll make sure your system is performing at peak efficiency and in top operating condition. That will save you money on energy (you'll use less fuel) and future repairs (you'll have fewer problems).

The skill of our technicians and our commitment to their training is another way we keep ahead of the competition and ensure your comfort.

## service contracts = peace of mind and savings

**R**egular maintenance protects your pocketbook because it keeps your comfort systems in top shape, saves energy and reduces the risk of a breakdown. That's why we encourage you to sign up for one of our **service contracts**. They include annual tune-ups, which can help you cut your energy consumption and your fuel bills by up to 10%.

Tune-ups also lower repair bills because they let us fix small problems before they become big costly ones—or create potentially unsafe conditions.

In addition to tune-ups, our service contracts provide around-the-clock emergency service and comprehensive repair coverage.

For peace of mind and savings, why not enroll in a service plan? Give us a call today to enroll.







# Saving fuel for a greener footprint

*We have always taken pride in delivering our customers the cleanest, safest and most reliable fuel money can buy. Here's an update on how the oil heat industry is working to give you the greenest product possible.*



*yours is among 8 million of the warmest homes*

**B**ecause oil generates more Btu's of heat than other heating fuels, the eight million homes heated with oil in the U.S. remain the warmest on the coldest of nights.

For years, oil has been a classic heating fuel. At the same time, oil heat is **modern**. Technology has brought great improvements in efficiency that have reduced annual fuel consumption by 40%.\* This has saved customers a lot of money on fuel. And because new systems burn clean and don't need as much fuel, they do not pose a hazard to the environment.

**Here are five reasons why today's oil heat is a great option.**

## 1. Greener fuels and energy independence.

The industry is strongly committed to moving toward alternative fuels like Biofuel (also known as BioHeat® fuel). This is heating oil

blended with biodegradable organic materials. Research is also being done to create biofuel from materials like sawdust, prairie grasses, algae and municipal waste. It's estimated that if every household that currently uses standard heating oil started using a bio-blend, millions of gallons per year of regular heating oil would be conserved.\*\*

**2. Clean-burning technologies.** Modern oil burners emit near-zero levels of pollution; heating with oil today means no odors, soot or other residue in your home. Efforts are also underway to reduce sulfur content to less than 15 parts per million. Widespread use of ultra-low sulfur heating fuel, combined with cutting-edge emissions-control technologies, can reduce already-low emissions even further.

**3. Fuel conservation technologies.** Today's high-efficiency oil heat systems not only save a lot of money, but they also help the environment because less fuel is used.



**The flame retention burner has saved oil heat homeowners billions of dollars in fuel costs and has reduced emission levels to almost zero.**

**4. High-tech hybrids.** Solar and geothermal energies are being integrated with oil heat in hybrid systems for water heating. That means a household's water can be heated with little or no fuel required. A solar water heater can reduce water heating bills by as much as 80% and reduce annual carbon dioxide emissions by 6,000 lbs.\*\*\*

**5. Self-diagnostics.** As with modern home appliances and automobiles, many oil heat systems now have self-diagnostic features that will give you an alert when service is needed.

**the best way to be green is to conserve!**

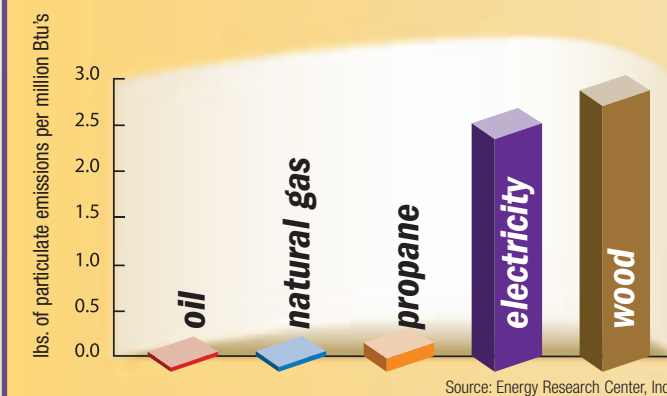


**If your oil heat system looks like the one on the left, you can go green and cut your annual fuel costs by hundreds of dollars by upgrading to a system like the one on the right.**

\* U.S. Environmental Protection Agency \*\* U.S. Dept. of Agriculture

\*\*\* U.S. Dept. of Energy

*all heating fuels release emissions*



**W**hile all combustion fuels create greenhouse gas emissions, the levels and impact on the environment vary greatly, depending on the fuel, heating system efficiency and temperature setting in the home.

**Residential oil burners** produce less than one-third of one percent (.003) of total particulate emissions in the United States.

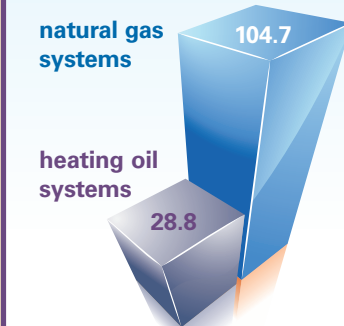
The emissions from an oil heating system are about the same as those from a similar-size natural gas burner.

**Natural gas** is primarily composed of methane, which traps 20 times more heat in the atmosphere than carbon dioxide (CO<sub>2</sub>), over a 100-year period.\*

**Electricity** is often seen as a clean fuel, but coal and other fossil fuels are burned to create electricity in the first place, releasing greenhouse gases into the atmosphere. The EPA estimates that CO<sub>2</sub> emissions from electricity average 16,290 pounds per household.

**Wood stoves** and fireplaces are also seen as clean burning, but they emit a much higher level of particulate emissions than heating oil.

**methane emissions**



Annual measurement in TgCO<sub>2</sub> equivalents (million metric tons CO<sub>2</sub>)

Source: EPA, U.S. Emissions Inventory 2009: Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2007 (Emissions shown based on 2007 data.)





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✓ ways to cut  
energy costs

✓ save 6¢ per  
gallon on fuel



## let us help you save!

**W**ith electricity rates in Pennsylvania starting to climb since rate caps on electricity expired Dec. 31, you need to save where you can. H.B. McClure can show you ways to conserve energy and cash. Here are just a few examples.



### energy audits

Our energy audits can help you save energy and money. Our energy auditors, who are certified by the Building Performance Institute, will use the latest technology to evaluate your home and recommend energy-efficient solutions. We'll show you where you can maximize your investment in improving your home's energy efficiency while enhancing your home's comfort.

### water-heating heat pumps

Water-heating heat pumps, much like conventional heat pumps, extract heat from the surrounding air. But these units heat water—instead of the air. Plus, they can **save you as much as 70%** on your water heating bills. These units may qualify for a **federal tax credit and/or utility rebates**. Call for details.

### heating system upgrades

Some of the most efficient heating systems could **save you 30% or more** on your energy use and your yearly heating costs. Incentives are available to help make installing an ultra-efficient system more affordable. These include a **federal tax credit of up to \$1,500 and utility rebates**.

Please call us today to learn more about these money-saving and energy-saving solutions.

## SNAPSHOT



**A**s a child, Dan Beachell liked “figuring out” how to fix things around the house. In his 10 years at H.B. McClure—first in duct cleaning, then in our service department and now as a lead installation technician in our consumer group—Dan has always enjoyed finding solutions to customers’ home comfort problems.

What’s most interesting about the job? Dan likes the fact that no two homes and no two installations are alike. “This gives me a chance to find the best solution for each customer and customize the job for their needs,” he explains.

After work, Dan enjoys fishing and spending quality time with his wife Tiffany and their daughters Kaitlin, 6, and Lindsey, 4.



**Dan Beachell**  
consumer group installer

## making the most of technology

**Here's an update on how we're using technology to serve you more efficiently.**

- 1.** You can now log on to our **new website** to schedule service appointments or tune-ups, enroll in price protection and find valuable information about our products and services.
- 2.** Our new **computer and GPS navigation systems** let us send information back and forth between the dispatcher and

technician, so the technicians can accurately service your equipment and they can get to your home faster.

- 3.** You can make automatic payments using **electronic funds transfer (EFT)**. This will save you time, money and stamps. Plus, if you enroll in our EFT program, we'll give you a **discount of 6¢ per gallon on your fuel price**.

**Keep reading our newsletter for updates!**