

Fuel for Thought

Integrity, Trust & Value Since 1932

A MESSAGE FROM THE PRESIDENT

our skilled employees look after you

Dear Friends,

Every day our employees work hard to provide you with an exceptional service experience. Our drivers, technicians and customer service representatives never lose sight of our mission—**making customers our No.1 priority.**

That's why so many customers have come to us. They understand the value of our mission and the way our dedicated team puts it into practice.

Satisfied customers are the best advertising you can get, especially when they recommend us to others. (We thank them with a "Refer-a-Friend" account credit.)

Another part of our mission is to save you money. One way we do this is with our service plans (we've rolled out three new options this year). Their preventive maintenance and repair coverage can save you a bundle. Our HeatForce™ fuel

additive also saves you money, with more heat per gallon, better efficiency and fewer service calls.

And to ensure we'll be able to keep you warm this winter, we've been working with our fuel suppliers to guarantee a sufficient supply of oil and propane for you.

Our Palmer Gas/Ermer Oil family wishes you a safe and comfortable holiday season, which is fast approaching. We look forward to serving your home energy needs for years to come.



Bill Ermer

Best wishes,

Bill Ermer

P.S. Congratulations to the **winners of the 55-inch HDTV contest** in our winter newsletter, **George and Carol Morin.**

always ready to serve

Our customer service team is first-in-line to assist you with any questions about your account. They can provide you with information about our service plans, automatic deliveries, emergency deliveries and fuel pricing plans. They'll also schedule your service calls.

To ensure you have an exceptional experience every time you call us, our customer service representatives undergo extensive ongoing training. This enables them to address your concerns and solve any problems.



discover our convenient online services

If you haven't visited PalmerGasCo.com lately, pay us a visit to find out how convenient it is to do business with us online. We continue to add more features to our site to make it a valuable resource for you. Use our website to:



- ▶ **pay your bills**
- ▶ **enroll in a service plan**
- ▶ **request a fuel delivery or service**
- ▶ **learn about our products**

And a whole lot more!

Win an iPad

Here's your chance to enjoy a 64GB Wi-Fi + 3G iPad! This new wireless tablet from Apple combines the best features of a smartphone and a laptop; it's great for browsing the web, reading e-books, watching movies, looking at photos and more. It's hard to believe a device so thin and light can pack so many features! **Read this newsletter and answer the questions on the enclosed reply card.** Entries with correct answers received by 1/18/11 will be entered in a drawing. Two prizes will be awarded.

- **64GB** capacity
- **1.5** pounds
- **only 0.5** inches thick
- **9.7**-inch LED backlit display
- a **multi-touch** screen
- **Wi-Fi** and **3G** connectivity

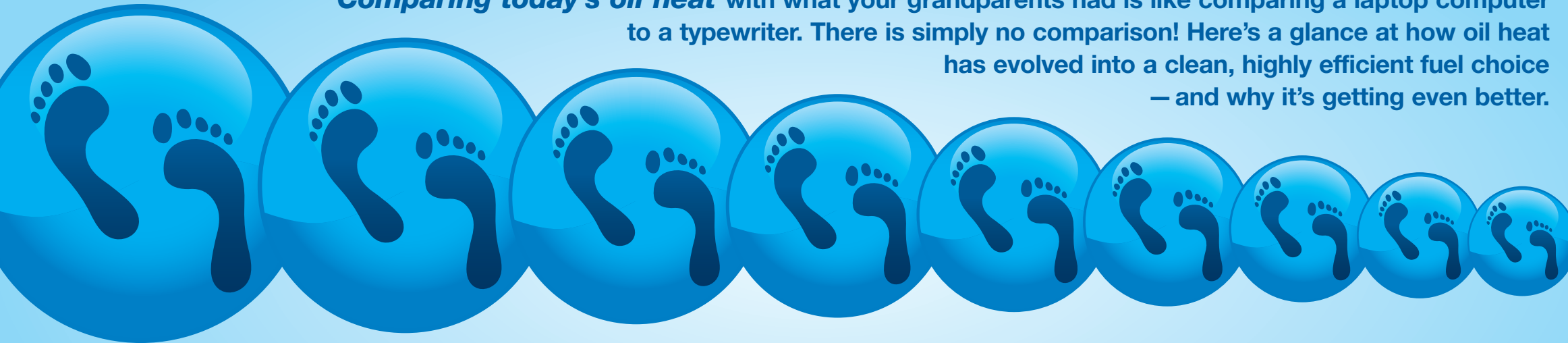
No purchase necessary. A purchase will not improve chance of winning. See enclosed card for details.

\$829 value!

7961-11696

oil heat's environmental footprint keeps shrinking

Comparing today's oil heat with what your grandparents had is like comparing a laptop computer to a typewriter. There is simply no comparison! Here's a glance at how oil heat has evolved into a clean, highly efficient fuel choice — and why it's getting even better.



1970s:

The average home in the U.S. burned 30% more fuel than the average number of gallons used today. Many systems back then



operated at 50%–60% efficiency, well below the efficiency levels of modern systems.

1980s:

The high-efficiency flame retention burner was now in wide use. Compared with older burners, the flame retention burner maintained an airflow pattern that resulted in a more complete mixing of fuel and air. Because of this, the flame retention burner helped to reduce emission levels of oil heating systems to almost zero. Also, since its introduction, the flame retention burner is estimated to have conserved more than six billion gallons of fuel.



1990s:

Understanding that modern oil heat is great but old tanks are not, more people chose to upgrade to something new and modern in oil tanks. By this time, they had a range of options, like aboveground tanks, many of which were double-walled. New indoor tanks could be installed in hard-to-fit places; underground tanks were now cathodically protected to prevent rust and corrosion.



2010:

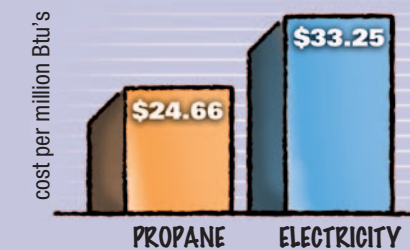
The oil heat industry continues to focus on combining clean-burning technologies with greener fuels—those with an ultra-low sulfur content. Wider use of Biofuel (also known as BioHeat® fuel), a low-sulfur heating oil blended with oil from organic materials, will make the carbon footprint of oil heat smaller than that of natural gas.



propane: a better choice than electricity

When you stop to think about it, it's really amazing how many household appliances that run on electricity can also run on propane—your furnace, stove, clothes dryer, water heater. Even better, the cost of running these propane appliances is much lower than it is with their electric counterparts. That's because propane is a more efficient fuel. Besides giving you more for your money, propane also has a much lower environmental impact than electricity.

propane gives you more for your money



Propane and electricity are measured in different units (gallons, kilowatt hours). To compare prices, you must look at the cost for each to produce an equal amount of heat. A common method, used here, compares dollars per million Btu's (a standard measure of heat).

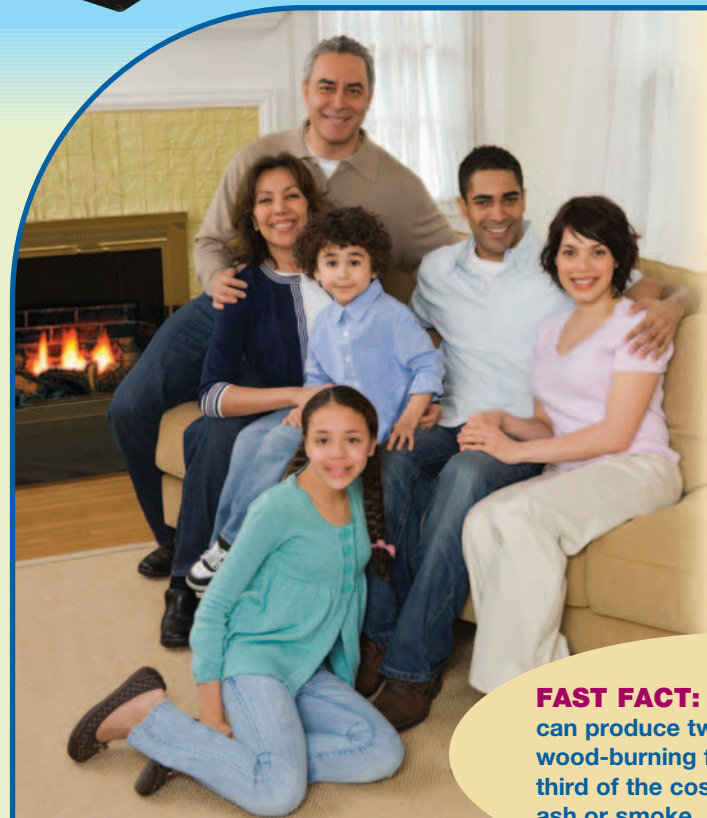
Source: Energy Information Administration, January 2010

efficiency: the key to home heating

Many people are taking a closer look at the energy efficiency of their homes so they can conserve fuel and lower their heating costs. Because of great advances in technology, today's high-efficiency heating systems use substantially less fuel than older models. That's why a new system can reduce your annual heating bills by 30%.

With a new heating system, you'll get:

- more heat from less fuel
- lower heating bills
- fewer breakdowns
- environmentally-friendly warmth



enjoy better living with propane

People who want to save energy, protect the environment and make their homes more comfortable are discovering propane because it's an efficient, versatile and clean-burning fuel. Here are just some of the many ways propane makes your life easier.

Bask in ambiance. With a propane fireplace, there's more heat without the work and fuss. Light your fire with the flip of a switch and then enjoy the incredible atmosphere you get with today's log sets and realistic flames.



FAST FACT: Tankless water heaters can be mounted on walls, and are ideal in homes where space is limited.

FAST FACT: Propane gas fireplaces can produce twice as much heat as wood-burning fireplaces at about a third of the cost. And there's no soot, ash or smoke.

If your home and family require lots of hot water, you'll be thrilled with the options that are available to you with propane water heating. Not only will you get all the hot water you need, you'll get it for much less than if you heated your water with electricity. You can save even more with a high-efficiency tankless propane water heater.

When the lights go out, yours will stay on. With its own on-site fuel supply, a propane generator gives you plenty of fuel to weather power outages until utility trucks can get to your neighborhood. Having emergency power provides peace of mind!

FAST FACT: A 250-gallon propane tank and a 7-kilowatt standby generator can provide enough electricity to power your home for five days.





Oil • Propane
Heating Equipment Sales and Service

13 Hall Farm Road, Atkinson, NH 03811



PRESORTED
STANDARD MAIL
U.S. POSTAGE

PAID
MPI

Integrity, Trust & Value Since 1932

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PalmerGasCo.com

★ enter to win
an iPad*

★ are you getting all
your discounts?

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

have a fireside chat with us

**We'll give you a
free remote package kit**
when you purchase a fireplace insert
by Jan. 31, 2011.

See Arthur in the showroom and mention
you saw this offer in our newsletter.



We invite everyone to visit the Palmer Gas/Ermer Oil showroom at 13 Hall Farm Road in Atkinson. Each season, we update the product displays so you can see what's "hot."

Right now, you can see demonstrations of "live" burning gas fireplaces. This can help you imagine how one would look in your home. We'll also tell you how easy it is to convert a wood-burning fireplace into a modern, efficient and clean-burning gas fireplace insert.

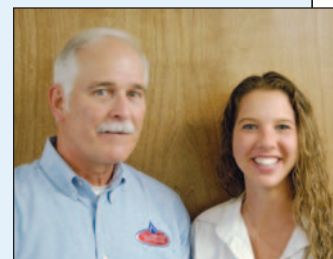
While you're at the showroom, you can also check out our line of generators, ranges, washers, dryers and space heaters. Visit PalmerGasCo.com for more details.

ask our experts

We have discounts available on a wide range of our programs. We want to make sure you know about them so you can take advantage—and save money. Our sales coordinators, Bill and Kerry, explain some of our popular programs.

Q: I'm a new customer. Can you tell me about any ways you can help me save?

A: Palmer Gas/Ermer Oil offers a variety of pricing programs and discounts, such as our dual fuel discount. Customers who buy both No. 2 heating oil and propane qualify for this discount. Plus, Palmer Gas/Ermer Oil offers senior citizen discounts. Call or go to PalmerGasCo.com for details. We would be happy to assist you with enrolling.



Bill & Kerry
sales coordinators

Q: What other programs do you recommend?

A: Our service plans feature discounts on equipment maintenance and service. Many of our customers also enjoy the convenience of our Easy Pay plans. Please contact us or visit our website to find out more about how you can benefit from a service plan or Easy Pay.

help with your heating bills

If at any time you have trouble making your payments, please let us know and we'll work out a solution. We also work with local fuel assistance agencies to help customers who are having financial struggles. Please call us for more information.

