



# SHELLY OIL *newsletter* HAPPY HOLIDAYS!

## **SHELLY OIL HAS A NEW LOCATION!!!**

As we enter the holiday season, we've got some exciting news we can't hide any longer. We've moved to a new office building located at 325 Hershey Rd. (also known as route 743), just 1/2 mile south of Route 283 in Elizabethtown! So, stop by, say "hello," and have a chat with us. We love having visitors.

I've highlighted some great energy-efficient options that can save you money this winter. But be sure to take a look through this newsletter for more helpful tips. Got an old system you need to replace? No problem. We can help you decide which new system is right for your home.

### **SAVE UP TO 10% ON YOUR FUEL BILL**

**Would you like an investment that pays for itself?** In these challenging economic times, protecting your heating system is a smart investment. A service agreement with Shelly Oil helps you save up to 10% on your fuel bill, avoid the frustration of big, unexpected repair bills, and enjoy true peace of mind knowing that our skilled technicians are ready to take care of you.

*Whether you've been a valuable customer for years - or you're looking for a new oil provider, Shelly Oil is happy to keep your home nice and warm over the winter months.*



Service agreements include an energy-efficiency check and tune-up, which:

- Improves fuel efficiency and safety
- Prevents untimely breakdowns
- Avoids costly repair charges
- Extends equipment life

Service agreements are your key to energy efficiency and a worry-free winter. If you already have one, renew your plan now. **If you don't, call us today!**

**ENERGY SAVINGS: TAX CREDITS & FINANCING AVAILABLE**  
**This is a wonderful time to upgrade your heating system for more energy efficiency.**

- Low cost financing is available through the Keystone Home Energy Loan program
- Federal Energy Tax Credits are available for energy efficient heating and cooling systems installed by December 31, 2010.



Sincerely,  
*Rhoda Lauver*  
Rhoda Lauver  
President, Shelly Oil Co.



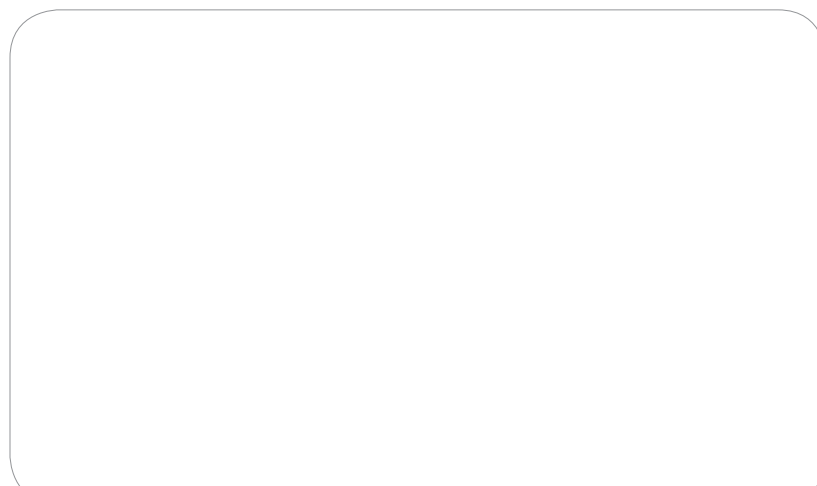
PRSR STD  
U.S. POSTAGE PAID  
**PULSE**  
17022



### **MONEY SAVING tip!**

Shop for savings on gallons; don't waste your time and money trying to save pennies on bargain basement prices. Shop for quality, efficient, reliable oil heat systems.

Remember to stop by our new office for more information and additional money-saving, eco-friendly oil heat innovations. We're conveniently located a half-mile south of the intersection of Routes 743 and 283.



## ENERGY EFFICIENT, EASY ON YOUR WALLET



The New Yorker FR-HGS boiler uses an indirect water heater to heat less water than an older style boiler, which means it burns less oil too. The indirect water heater supplies water at the temperature you need for your shower and sink.

Your "aquastat" tells your boiler when to heat the water inside. Unfortunately, older aquastats tell the boiler to keep the water at a constant temperature, burning oil when you don't need heat or hot water.

A Carlen cold-start aquastat keeps the boiler turned off until there is a call for heat or hot water. Very efficient and highly recommended.

## It's not just the "inside" temperature that matters. Most boilers are designed to provide the amount of heat needed when the outside temperature is seven degrees.

We recommend a Beckett GeniSys primary control for every oil-burning system. A "primary" is the safety control that runs the burner. The Beckett GeniSys provides a cleaner start-up and shut-down by: **1)** delaying the supply of oil to the burner until the pump and motor are up to speed, and **2)** stopping the supply of oil before the burner shuts down. Residue is eliminated and your oil bill sees immediate savings.

## RUNNING on empty???

Nothing seems worse on a frigid, cold day when returning from work, school or a trip away to a freezing home because the oil ran out.

### Are you tired of running out of fuel oil?

Eliminate the hassle of monitoring your own fuel supply by signing up for automatic delivery by Shelly Oil Co. We will calculate your fuel need based upon your usage and deliver fuel when its needed before your tank runs too low. New automatic delivery account customers will receive a fifty dollar (\$50.00) credit to their new account upon receiving their second delivery! Remember, running your tank totally empty may cause line, filter and nozzle blockage.



## \$50 FUEL CREDIT

for new customers on the 2nd fill up when you sign up for automatic delivery.

It's not just the "inside" temperature that matters. Most boilers are designed to provide the amount of heat needed when the outside temperature is seven degrees. Your system is working harder than necessary when the temperature is warmer than seven degrees. The Honeywell outdoor reset monitors outside temperature and adjusts the system to provide only the amount of heating capacity needed for current weather conditions.

One of the newest money-saving innovations is the Wilo variable speed circulator. Older circulator pumps were either ON or OFF - no in-between. The Wilo slows the flow of water through the system when only some of the zones are calling for heat, saving wear and tear on the system, reducing noise in the pipes and at the pump, reducing the time the boiler runs, and saving you a lot of money in the process.

## INTRODUCING THE TDX-90+ THERMO-DYNAMIC BOILER

We are pleased to announce the first USA made oil-fired boiler with greater than 90% efficiency (90+% AFUE.) The TDX-90+ boiler not only qualifies for the U.S. Department of Energy / Energy Star program; **but also qualifies for the Federal Energy Tax Credit.**

The TDX-90+ obtains high efficiency using a secondary stainless steel heat exchanger, referred to as an "economizer", to remove more energy from the flue gases. The boiler uses standard controls, standard burners and a simple design that is easy to install, set-up and operate. **The TDX-90+ is manufactured at Schuylkill Haven, PA using American made steel.**

## SLIP SLIDING away!

Special thanks to our customers who kept their oil fill pipe areas clear of snow and ice this past winter season. Delivery drivers and service technicians are exposed to a variety of winter hazards such as slippery walkways, steps and falling ice from rooftops. Yard decorations buried by snow can also be tripping hazards.

**Thanks for keeping these concerns clear from fill pipe areas!**



325 Hershey Road  
Elizabethtown, PA 17022  
717-367-2737  
www.shellyoil.com

Call us for Comfort!