

JOHN CIPOLLONE INC.

HEATING • COOLING • FUEL OIL

Maximum Comfort News

www.johncipollone.com



A MESSAGE FROM JOHN & MIKE

Great Customer Service Makes All the Difference



Lots of companies say they offer “customer service,” but that could mean just about anything ... except real customer service!

At John Cipollone, Inc., great customer service means having the people, the products and the services to ensure **true comfort ... real peace of mind ... and terrific value.** We're proud to bring you ...

- ✓ **The best team there is** – Our technicians and customer service staff really know their stuff – and they're also the most courteous people around.
- ✓ **Top-of-the-line equipment** like the super-efficient **Carrier Inverter Heat Pump** on page 4.
- ✓ **Around-the-clock emergency service**, every day of the year.
- ✓ Products and services our competitors simply don't offer – like **Oilheat delivery, indoor air quality solutions, maintenance plans, custom duct fabrication, and the most energy-efficient comfort products on the market.** You don't have to call other companies when you can trust **John Cipollone, Inc. for ALL your home comfort needs.**

In addition, John Cipollone, Inc. gives you all the advantages of being a member of the **ServAssure Dealer Alliance.** This group of local comfort companies is **committed to exceeding your expectations and providing you with the highest level of satisfaction.**

Great customer service also means watching out for your best interests when it comes to energy. That's why we suggest you read the conservation tips on page 3 to save money all season long.

Have a warm and wonderful fall and winter!

Sincerely,

John Cipollone

Mike Cipollone



When Is a Heating Emergency Not an Emergency?

If your heating system shuts off unexpectedly on a cold day and won't come back on, don't panic! Simply follow this checklist before making what might be an unnecessary "no heat" emergency call. You might be able to get the system going again on your own.

- ✓ **If your system has an emergency switch, make sure it is in the "on" position.**
- ✓ **If you have an oil or gas boiler, check the water level** and refill if necessary.
- ✓ **Check the settings on your thermostat.** Make sure the temperature control selector is set above the current room temperature, and the system switch is set to the HEAT or AUTO position. If you have an oil/gas furnace or heat pump, the fan switch should be set to ON for continuous airflow or AUTO if you want the blower to operate only while the unit is operating.
- ✓ **Try to get the unit to turn on by raising the thermostat** to its highest temperature setting.
- ✓ **If you have an oil furnace, gas furnace or heat pump:**
 - If the air flow out of your registers seems low, **check the air filter.** An extremely dirty air filter can block air flow.
 - **Make sure all registers are open** and not obstructed.
- ✓ **Check the power disconnect switch** by the unit. If you have a heat pump, check the power disconnect switches for each of the outdoor and indoor units.
- ✓ **Check the fuse/breaker at the electrical panel** for the unit. If you have a heat pump, check the fuse/breaker at the electrical panel for both the outdoor and indoor units.
- ✓ **If you have an oil-fired unit:**
 - Check to make sure you have enough oil in the tank.
- ✓ **If you have a gas-fired unit:**
 - Check to make sure the **gas control valve to the unit is open.**
 - **Check the pilot light.** (Electronic ignitions will not have a pilot light).
- ✓ If all the steps above have been completed successfully and the system remains off, **press the red reset button on the burner relay ONCE ONLY!**

If the burner does not start or fails to stay running at that point, give us a call, and we'll take care of the problem!

Where to Turn for Heating Assistance



None of our customers should have to face choosing between feeding their families and keeping them warm. That's why we recommend **LIHEAP, the Low Income Home Energy Assistance Program.**

LIHEAP is a federally funded program that helps eligible households in meeting their home energy needs. LIHEAP also offers an emergency benefit for households in a heat or heat-related energy emergency. Additionally, LIHEAP offers a furnace repair and/or replacement benefit for households with inoperable heating equipment. For further information and 2011-2012 income guidelines, please contact the appropriate state agency:

Delaware: Visit www.dhss.delaware.gov/dhss/dssc/liheap.html or contact your local county assistance office or the **LIHEAP hotline, 1-800-464-4357.**

New Jersey: Visit www.state.nj.us/dca/divisions/dhcr/offices/hea.html or contact your local county assistance office or the **LIHEAP hotline, 1-800-510-3102.**

Pennsylvania: Visit www.dpw.state.pa.us/foradults/heatingassistanceliheap/index.htm or contact your local county assistance office or the **LIHEAP hotline, 1-866-857-7095.**

More information can be found at the "**State Low-Income Energy Assistance Snapshots**" page of the **LIHEAP Clearinghouse website**, www.liheap.ncat.org/snapshots.htm.

Also, please call our office if you are unable to pay your bills to see if we can help you. All information will be kept confidential. We want to make sure that every one of our customers is able to enjoy a warm and cozy winter.



Low Temperatures Don't Have to Mean High Energy Bills

When the mercury falls, so can your energy expenses – just follow these low-cost conservation tips:



Heating

- **Install a programmable thermostat** and set it to lower the temperature at night and whenever the house is unoccupied. Lowering your thermostat by 10 degrees at night can reduce your heating bill by 10% to 20%.
- If you have a forced air furnace, **inspect your filters** at the beginning of the heating season and monthly during the season. Clean or replace them if there is significant dust build-up.
- **Get a humidifier** to add moisture to the air. Moister air feels warmer, so a humidifier can help you feel comfortable even though your thermostat is set at a lower temperature.
- **Install foam insulation gaskets** behind electric outlets and switch plate covers to prevent cold air from leaking through.
- **Replace your burner** with a modern flame retention burner, which can lower energy costs by as much as 17%.
- **Get your heating system tuned up annually.** This could lower energy bills by up to 10%.

Windows and doors

- **Keep doors and windows closed** as much as possible. (That includes overhead doors on attached garages.)
- **Install do-it-yourself plastic-film storm windows.** Find them at a local hardware store.
- **Seal off unused rooms** (as long as the room is less than 100 square feet and isn't the room where the thermostat is located). Close the floor or wall registers and return air vents, and keep the doors closed.
- **Open south-facing window curtains, drapes and blinds** during the day. Close window coverings at night to keep the heat in.
- **Weather-strip and caulk windows.** Check window frames for cracks and fill them with caulk that contains silicone.
- **Check all exterior doors for air leaks** and weather-strip and caulk as needed. A one-eighth-inch gap around a door is equivalent to a 6-inch-square hole in the side of your house and causes a lot of energy loss.

Water heater

- Make sure the **water heater is set no higher than 125°.**
- **Drain off a bucket of hot water (carefully)** from your water heater annually to remove sediment that will interfere with the heater's long-term use.
- **Install a water heater blanket,** if your water heater is older than 5 years, to insulate the tank (make sure your warranty allows it). Call us for professional installation.
- **Insulate the pipes around the water heater** with easy-to-install pipe insulation. This is particularly helpful if the water heater is in an unheated space.



Want more information?

Simply complete the form below and send it back to us.



Name (first, middle initial, last)

Address

City

State

ZIP

Phone

E-mail Address

Please enter me in the "\$500 Shopping Spree" Contest

Please see entry rules.

I'd like more information on:

(check all applicable)

- Tax Credits, Offers and Rebates on High-Efficiency Comfort Systems
- Central Air Conditioning Upgrades
- Heating System Upgrades
- NEW** Carrier Inverter Heat Pump System
- Carrier Heating and Cooling Equipment
- Other: _____

Pump up the Efficiency ...



with the Carrier Inverter Heat Pump System

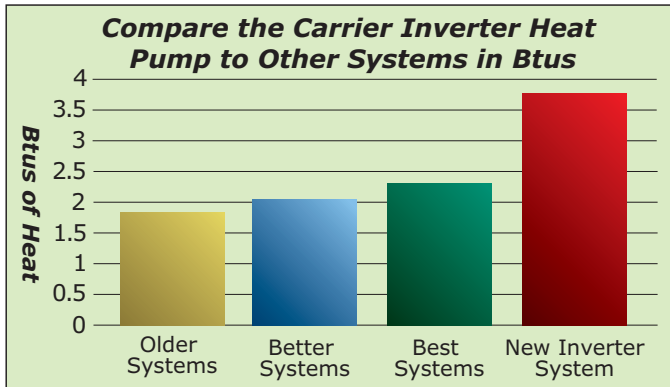


Like no product we've ever offered before!

The NEW Inverter Heat Pump System, EXCLUSIVE to Carrier, Is a Game Changer.

We want to let you know about a new Carrier product that will become the standard geothermal alternative and hybrid system match in the industry.

The Carrier Inverter Heat Pump beats other heat pumps in energy efficiency (its Heating Seasonal Performance Factor, or HSPF rating) by 29% and gives you 18% more capacity than its closest competitor.



The Inverter Heat Pump operates with Carrier's best control, the Infinity user interface. This interface controls temperature, humidity, ventilation, airflow, zoning and indoor air quality – and it manages your system “intelligently,” adjusting the compressor’s motor as indoor and outdoor conditions change, while also adjusting humidity levels for ideal comfort as if it had a conscience (something a standard heat pump can’t do). You’ll feel the difference as it warms and humidifies your home on a cold, dry winter day!

With a Carrier Inverter Heat Pump, you enjoy remarkable efficiency that’s just about the same as you get from a geothermal heat pump – except there’s a shorter payback and none of the digging and mess associated with installing geothermal equipment.

If you are looking for maximum comfort, high efficiency, and outstanding energy savings, give us a call today and ask about the Carrier Inverter Heat Pump.

Healthy Recipe Corner

Crunchy Pear and Celery Salad

from *Eating Well* magazine
6 servings, 1 cup each
Total Time: 25 minutes



Ingredients

- 4 stalks celery, trimmed and cut in half crosswise
- 2 tablespoons cider, pear, raspberry or other fruit vinegar
- 2 tablespoons honey
- 1/4 teaspoon salt
- 2 ripe pears, preferably red Bartlett or Anjou, diced
- 1 cup finely diced white Cheddar cheese
- 1/2 cup chopped pecans, toasted (see Tip)
- Freshly ground pepper, to taste
- 6 large leaves butterhead or other lettuce

Preparation

1. Soak celery in a bowl of ice water for 15 minutes. Drain and pat dry. Cut into 1/2-inch pieces.
2. Whisk vinegar, honey and salt in a large bowl until blended. Add pears; gently stir to coat. Add the celery, cheese and pecans; stir to combine. Season with pepper. Divide the lettuce leaves among 6 plates and top with a portion of salad. Serve at room temperature or chilled.

Tips & Notes

- Make Ahead Tip: Prepare salad without pecans up to 2 hours ahead. Stir in pecans just before serving.
- Tip: To toast chopped pecans, cook in a small dry skillet over medium-low heat, stirring constantly, until fragrant and lightly browned, 2 to 4 minutes.

Nutrition: Per serving: 221 calories; 14 g fat (5 g sat, 4 g mono); 20 mg cholesterol; 20 g carbohydrates; 6 g protein; 4 g fiber; 240 mg sodium; 221 mg potassium. Nutrition Bonus: Calcium (15% daily value)

Save up to \$2,050* on high efficiency home comfort.

Ask about Utility Company Rebates!

Cool Cash Rebate - up to \$1,250
ServAssure Rebate - up to \$ 300
Energy Tax Credit - up to \$ 500
up to \$2,050*

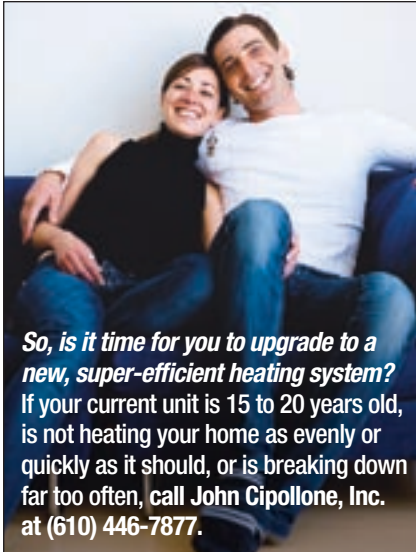
Take advantage of limited time rebates and tax credits to give your family more comfort for less. If you've been thinking about upgrading your heating and cooling system for more efficiency and lower utility bills, now is the time!



* Cool Cash Rebate offer valid 9/01/11 through 11/15/11. ServAssure rebates subject to change without notice. System must be installed by 11/30/11. Rebate amounts vary depending on equipment purchased. Not valid on prior purchases or in conjunction with other offers; some restrictions may apply. Up to \$500 federal tax credit on qualifying energy saving home improvements 1/01/11 - 12/31/11. Call for complete details.

What New Heating Systems Have That Older Ones Don't

From variable speed motors to microprocessor-based controls, from high-tech housing to low-profile designs, new heating systems are made way better ... and more efficient! All the more reason to upgrade and conserve energy!



So, is it time for you to upgrade to a new, super-efficient heating system? If your current unit is 15 to 20 years old, is not heating your home as evenly or quickly as it should, or is breaking down far too often, call John Cipollone, Inc. at (610) 446-7877.

The latest heating system innovations include:

Multi-Stage and Modulating Burners: Some new heating systems use burners that alter the intensity of their flame automatically to match the demand for heat.

Condensing Boilers and Furnaces: These ultra-efficient systems circulate the combustion gases more thoroughly inside the boiler or furnace until virtually all the heat is absorbed by heat exchangers.

Combined Heat/Hot Water Boilers: Tests have shown that these integrated systems reduce energy consumption by as much as 40% when they replace conventional heat and hot water equipment.

Hybrid Systems: Oil and gas systems can be integrated with those using solar or geothermal energy to take advantage of renewables and reduce fossil fuel dependence.

Smart Microprocessor Controls: These intelligent controls continuously adjust the system's run cycles to match the building's true heat load – improving efficiency by about 10%.

Vaporizing Technologies and High-Flow Atomization Burners: Researchers are developing new low-temperature systems that use advanced combustion strategies to reduce emissions.

High-Tech Designs: The latest heating equipment is both attractive and durable, and built to produce more heat. Design developments like sealed combustion chambers ensure quiet operation. Modern heating equipment is also more compact than earlier designs.

LAST CALL FOR THE FEDERAL TAX CREDIT!

If you haven't taken advantage of the **federal tax credit for consumers who purchase qualified energy-saving products, you only have a few more weeks!**

Have John Cipollone, Inc. install your high-efficiency boiler, furnace, heat pump, air conditioner or water heater by December 31, 2011 and you could receive a tax credit of **10%, up to \$500. Plus, your new equipment could slash your energy bills by as much as 30%!**

Call **(610) 446-7877** today for details on qualifying equipment – like the **Carrier Inverter Heat Pump on page 4** – and on how to take advantage of this valuable incentive! To learn more about the tax credit, visit energystar.gov and click on "Tax Credits for Energy Efficiency."

Remember, time is running out, so **ACT NOW!**



Testing 1, 2, 3

It's that time again ... heating season! **Is your heating system ready for the major job ahead? Test it out and see!**

- 1. TURN UP:** Turn up the thermostat at least 10 degrees higher than the actual room temperature.
- 2. TUNE IN:** Next, listen carefully. Within a few minutes you should hear your heating equipment hum into action and you should feel warm air from the registers or radiators.
- 3. TURN BACK:** If the equipment doesn't start up, turn the thermostat back to the original setting and call us.

Also, please consider these points before calling us for what might be an unnecessary service call:



See our article on page 2 on determining whether a heating emergency really is an emergency.

- ✓ Did the fuse or circuit breaker for your equipment trip?
- ✓ Is the thermostat set properly?

If your boiler or furnace still won't start, call John Cipollone, Inc. at (610) 446-7877. We'll be right over to make sure your heating system is all set for a flawless performance this winter!



WHAT'S INSIDE

- No-Heat Emergency Checklist
- Heating Assistance
- Fall Conservation Tips
- Healthy Recipe Corner
- Carrier Inverter Heat Pump
- Carrier "Cool Choices" Offer
- New Heating Systems
- Federal Tax Credit
- Testing 1, 2, 3
- Regular Maintenance
- Win a \$500 Holiday Shopping Spree
- Spring Contest Winner

JOHN CIPOLLONE INC.

HEATING • COOLING • FUEL OIL

600 Darby Road
Havertown, PA 19083

610-446-7877

comfort@johncipollone.com

Visit: www.johncipollone.com

LIC. # PA1900

NEW CONTEST!

Win a \$500 Holiday Shopping Spree!

The holidays are almost here – and we want to help you celebrate! Enter today and you could win a \$500 Holiday Shopping Spree ... absolutely FREE! That's \$500 in cash for you to spend any way you please! (Hmmm ... maybe you'd like to buy some new comfort equipment from John Cipollone, Inc.?)

What's more, in our continuing effort to go green, you may now enter the contest online! Just go to www.servassure.com and complete the easy entry form. **You may also mail in the entry form on page 3.** No purchase necessary to enter and win. Winner will be selected by random drawing at contest end (Oct. 31, 2011) from among all eligible entries received. Odds of winning depend on number of eligible entries received. Contest is open to individuals 18 years and older. Void where prohibited by law. Subject to all federal, state and local laws and regulations.

\$500 Apple iPad Winner

The winner of the \$500 Apple iPad contest featured in the Spring 2011 issue is Mr. James W. Gunser of Levittown, PA. Congratulations! See above for our latest contest.

The True Cost of Putting Off Heating System Maintenance



What happens when you feel sick but put off going to the doctor? Chances are, you get sicker. The same goes for a "sick" heating system, one that is not working at its full efficiency.

The way to keep your boiler, furnace or heat pump healthy is to have it maintained regularly by one of our expert technicians. With regular maintenance, you can prevent small problems from becoming big problems and ensure optimal performance of your comfort system. Best of all, your annual maintenance is included in your service plan.

With regular heating system maintenance, you cut costs in so many ways:

- **Your equipment will last longer** – which means you won't need to spend money on a new one.
- **You will enjoy lower utility bills** by increasing your unit's efficiency by up to 10%.
- **Your equipment will require fewer repairs** – which involves paying for parts as well as labor (if you are not enrolled in a service agreement).
- **You'll be more comfortable** – and won't need to turn to energy-wasting supplemental heating sources like a space heater or wood stove.
- **You'll protect your investment** in your boiler, furnace or heat pump ... and add more value to your home.

When you think about all the money you potentially save with a John Cipollone, Inc. tune-up, you're talking thousands of dollars!

Bottom line: Put off heating system maintenance, and your hard-earned money literally goes up the chimney! Call **John Cipollone, Inc.** at **(610) 446-7877**, and schedule your tune-up today.