

A yellow snowplow is shown from a front-three-quarter view, clearing a snowy road. The plow is pushing a large pile of snow to the side, creating a cloud of white dust or snow. The background is a clear blue sky.

# THINK IT'S TIME TO SWITCH OFF OIL?

**...THINK AGAIN**

Eastern Ontario homeowners hit  
with skyrocketing propane bills  
(January 27, 2014, The Globe and Mail)

Anger growing over  
propane shortage  
(January 7, 2014, Kingston  
Whig-Standard)



**PROPANE SHORTAGES THREATEN TO  
LEAVE CANADIANS COLD AND BROKE.**

**SAFE + RELIABLE + CLEAN + COMPETITIVE + EFFICIENT = OIL HEAT**

# THINKING OF SWITCHING? OIL IS THE WAY TO STAY!

As an oil heat user, it is important to separate “fact from fiction” so you can appreciate whether it really makes sense to switch fuels. If you are unsure that your oil heat system is the right long-term choice for your family’s needs—call us. We are happy to help you.

Why sacrifice your family’s comfort and safety if there is another propane shortage like last year.

The non-profit Consumer Energy Council of America (CECA) says, “**In 95 out of 100 cases, it is financially unwise to convert from oil heat to natural gas.**” And in all cases, when considering a switch, “a careful assessment of conversion costs must be made.”

**Take Ontario propane shortage reports seriously, analyst says**  
(January 4, 2014, Ottawa Citizen)

## BE A SMART CONSUMER – GET ALL THE FACTS

Don’t be fooled by the lure of introductory offers—fuel prices alone are not the answer. Simply put, without absolute assurance and the long-term promise of a large price advantage of one fuel over another, switching fuel sources is an expensive gamble.

### BENEFITS OF OIL HEAT

- > 50% more BTUs per litre than propane
- > Reliable supply
- > Up to 97% efficient (AFUE)
- > New technology = clean burning furnaces
- > Price stability
- > More comfortable heat
- > Safer than propane

### DID YOU KNOW?

Canada’s leading insurance Magazine, Claims Canada, warns that, “a 200 gallon [propane] tank, which could be found at a farm or a rural home, can explode with such intensity that buildings can be destroyed and injure or kill anyone nearby.”

According to several CECA reports, “Over the past 25 years, oil and natural gas prices have tracked each other.” CECA’s long-term projections through to 2025 lead this independent research organization to conclude, “**There is no compelling evidence to suggest switching will make economic sense for the consumer.**”

Though other fuel providers may use the media’s focus on oil prices to entice you to switch, be a smart consumer and get the facts.

**Propane shortage has Ontario pressing for federal intervention**  
(January 27, 2014, The Globe and Mail)

## DON’T FORGET COMFORT SENSE

Oil heat provides the most satisfying heat – warmer on the coldest days, quicker to warm, and also faster to heat your water. With the technological advances in modern oil heat equipment, **oil furnaces and boilers achieve unsurpassed high efficiency - ratings as high as 97%.** And modern oil heat equipment creates the hottest flame in the home heating fuel sector, burning the air/fuel mixture in a clean, controlled manner.

Like most people, you will find upgrading your oil heat equipment and whole-home energy conservation initiatives are the predictable and reliable ways to reduce bills, not switching fuels.

### SAVE EVEN MORE...

- > Get annual heating system tune-ups
- > Change your furnace filter regularly
- > Install a programmable thermostat
- > Move furniture away from vents
- > Seal your duct system for leaks
- > Get insulation or caulking