

The Comfort Standard



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Now is the time for geothermal!

Take advantage of huge tax credits and huge savings on electricity with a new geothermal heat pump system. Our knowledgeable Sales Representatives can suggest the proper system to suit your home comfort and economic needs. They can even help you with taking advantage of the 30% Federal Tax Credit.

Not ready for geothermal and want to save on energy costs?

Then consider upgrading your heating and air conditioning system, especially if it's 15 years or older, with a new high efficiency American Standard system designed specifically for your home for the upcoming cooling season. Not only will you begin saving money immediately on your energy bills up to 47 percent while reducing greenhouse gas emissions, you will receive a free 10 year warranty on parts and labor valued at \$799!

For the term of your warranty, American Standard will pay your bills for any unforeseen mechanical failure. Plus all service work will be conducted by one of our trained service professionals. And the warranty is fully transferable to the new owner if your home is sold.

Call our HVAC Sales Department today and ask about special rebate offers. Special financing is available for qualified buyers.

Speaking of saving money...

Did you take advantage of our Ready Reserve Program last summer? Those of you who did sign-up saved hundreds of dollars on heating bills this past winter. Call our Fuels Department to find out how easy it is to save money on your fuel oil or propane heating needs. Plus there are no hidden fees to sign-up.

Energy consumer #2?

We all know that the heating system is the number one user of energy in the home. But did you know that your home's second largest energy consumer is the hot water heater? Eshenaurs installs and services high efficiency electric, natural gas, propane and oil-fired water heaters that can result in huge energy savings. Whether it's your heating system or water heater, when you upgrade, you save! Call today for a free estimate.



A Word From Craig Eshenaur

Dear Friend,

The Eshenaur name has been front and center in the Central PA business scene for over 80 years. In that time span we've been associated with home heating oil more than any other product. And we've been proud of that association.

But along the way, our company has come to represent a whole lot more than home heating oil to the thousands of Central Pennsylvanians we are proud to call our customers.

In addition to the delivery of home heating oil, we also provide commercial and residential delivery of propane, sales and service of all kinds of heating and cooling equipment including natural gas, electric, and geothermal. Plus we offer a full service plumbing department (including servicing well pumps), as well as sheet metal fabrication, welding, and machine shop departments. We also pro-

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Meet Bill Schlener, HVAC Design & Sales Department



There's no substitute for experience. At least that's what we believe when it comes to the design, installation and maintenance of residential heating and cooling systems. And when it comes

to designing heating and cooling systems for your home, you can rest easy at night knowing that Bill Schlener was involved every step of the way.

Nearly a year ago Bill began working for Eshenaurs in HVAC Design and Sales. However, for more than 10 years he worked with Eshenaurs as an American Standard representative providing sales, service and training in American Standard products.

"Coming to Eshenaurs was a natural career move for me. I know so much about American Standard – from the product line to the installation," explains Bill. "And I was familiar with Eshenaurs HVAC Sales Department and its commitment to giving customers the best possible experience from start to finish."

Bill's training in air conditioning, refrigeration, boilers and plumbing began in 1966 as a U.S. Navy Seabee, where he worked on many Public Works projects overseas. "And I have been working in the HVAC trade ever since!"

Once out of the service, Bill started Alltemp

Enterprises, Inc., a middle-sized HVAC and Refrigeration Contractor located in Berks County.

"After 25 years of running my own company, I was ready to try something new in the wholesale business, and began working as a Territory Manager for United Refrigeration, Inc., followed by American Air Distributing, Inc. and Lyon, Conklin & Co. Inc. supplying American Standard products to residential HVAC dealers."

At Eshenaurs, Bill's focus has now shifted to the "end-user." With his extensive background, Bill enjoys working with the customer in helping them choose the perfect system for their home.

"I've been on both sides of the selling equation. So it's natural that I want to help customers find exactly what they need when it comes to having an efficient system that will provide comfort all year long. I'm not interested in selling the latest equipment or the equipment with a rebate offer if it doesn't fulfill the customer's heating and cooling objectives," says Bill. "I think that's a very important difference."

Married for 41 years, Bill and his wife Shirley live in East Petersburg. They have a daughter Jennifer who lives in Mt. Gretna and works in Washington D.C.

Together Bill and Shirley walk for exercise, and enjoy their annual trip to their timeshare in Myrtle Beach. And whenever he can, Bill loves to play golf. "Other than this, I'm pretty boring. I actually enjoy working!"

Albert Einstein once said, "The only source of knowledge is experience." And once you meet Bill, you will instantly recognize his breadth of knowledge, and his enthusiasm to help customers achieve their heating and cooling goals. Why not give him a call today!

Oil Tank Replacement for Just \$1395!

The response to our oil tank replacement special this past winter has been overwhelming, but we still have a few tanks left.

Don't lay awake at night wondering if that 40-year-old tank is on it's last legs! It's far easier and less costly replacing your heating oil storage tank before it wears out and leaks, costing you thousands of dollars in clean-up costs.

Right now, Eshenaurs makes it easy for you and your pocketbook. For just \$1395.00, you can have your old basement fuel oil tank removed at no additional charge and replaced with a new Granby Steel Tank.

To make arrangements for our special \$1395.00 offer, call Eshenaurs today at 236-5031 and schedule for the removal of your old tank and peace-of-mind!

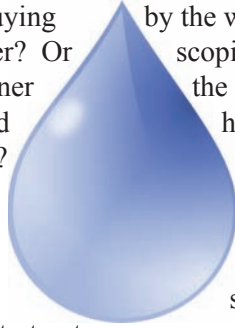
Eshenaurs Offers New Options in Water Treatment with AquaCera

A safe, healthy alternative to salt based water softeners!

Do you get tired of buying salt for your water softener? Or do you need a water softener but do not want to contend with the salt maintenance? Maybe the AquaCera salt free water softener is the answer you have been waiting for.

The typical approach to treating hard water is to use a water softener. These systems use salt as a means of keeping them functioning correctly. When iron is present, more salt is needed to clean them. Even though salt based systems work, they have adverse effects on the environment and your body.

The AquaCera does not use salt or chemicals to fix your water problems. Using Nanotechnology, the AquaCera conditioning systems retain the calcium and magnesium minerals in your water. The condition process works by creating crystal structures from the dissolved calcium and magnesium. When the crystals reach the size of a nanometer, they detach and are carried away



by the water flow. These microscopic crystals are invisible to the naked eye. They are also heat resistant and do not adhere to surfaces.

The benefits of AquaCera Treatment Systems are great soap lather, no salt or chemicals to damage septic systems or the environment, retains beneficial minerals, requires no maintenance, removes existing scale and corrosion, and eliminates iron staining.

The AquaCera system has been subject to years of rigorous testing before being introduced to the residential water treatment market and is the leader in salt free technology.

If you are tired of hauling salt or in need of a water softener, call Paul Witmer or John Doyle for more information and to schedule an appointment for a water sample to be taken and a survey to have your AquaCera system installed. The survey and sample test for hardness, ph, and iron is free! So call 236-5031 today!

A Word From Craig (Continued from page 1)

vide a host of commercial and residential specialty construction services.

And going forward it is not hard to image that we will be involved in the sale and service of solar panels, water reclamation systems, and any and all other products and services that will allow you to feel comfortable and secure in your home or business.

The point is our market is and has been much broader than fuel. It is with this thought in mind that we have recently changed our name from Eshenaurs Fuels, Inc. to W.C. Eshenaur and Son, Inc.

We've chosen this name for two important reasons. First and foremost, it helps to identify and more fully express what has been the reality of our business for decades. We're more than a fuel oil company and we want you to know it.

Secondly, I'm proud to say that my son Wally has taken a big interest in the business and will eventually represent yet another generation of Eshenaurs who will guide this company into what I see as a bright and promising future.

Now to be sure, it will take some time for the name change to be complete. In the weeks and months ahead, we will be working hard to redesign this newsletter, create a new look for our web site, and recreate all those things that communicate the Eshenaurs name.

We hope you look forward to these changes as much as we do. We also hope you recognize and embrace the idea that the Eshenaur name will always represent the "Comfort Standard" when it comes your home or business.

Spring A/C Tune-up for just \$99⁹⁵!

For just \$99.95, you can have your central a/c professionally tuned-up by an Eshenaurs HVAC Service Technician. The tune-up includes:

1. Check for proper refrigerant levels.
2. Check all electrical components and controls.
3. Clean evaporator and condenser coils, as needed.
4. Oil motors as needed.
5. Calibrate thermostat.
6. Check condenser.
7. Clean filters.

Call our service department today at 236-5031, and get your central air conditioning system ready for the dog days of summer.

W.C. Eshenaur & Son, Inc.
200 S. 41st St.
Harrisburg, PA 17111

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
PERMIT #132
HARRISBURG, PA



Family Owned and Operated Since 1928!

Introducing Friends & Neighbors “Propane Referral Program”

Happy with your propane service from Eshenaur's? Then why not tell a friend or neighbor? And we'll make it worth your while with the Eshenaur's Friends & Neighbors “Propane Referral Program”.

Refer a friend or neighbor to us. When we sign them up as a new propane customer, we will give you a \$50 credit on your account once we have made our first delivery. Just think of the big favor you'll be doing for your friend or neighbor when you introduce him or her to the quality propane service provided by Eshenaur's while rewarding yourself at the same time!

W.C.
ESHENAU
& SON, INC.
Friends & Neighbors
“Propane Referral Program”

Please fill out the required information:

New Customer Name

New Customer Phone Number

Referred by

Referring Customer Phone

Propane Update

If you're an Eshenaur's propane customer, you already enjoy the peace-of-mind that comes from dealing with our friendly and knowledgeable technicians and drivers. These individuals are part of your community and take great pride in keeping you safe and secure.

This spring and summer, we are embarking upon a mission to visit every home we supply with propane to do a “Gas-Check”, a national program designed to ensure your safety by inspecting the tank(s), gas line and appliances in your home. And the good news is that it will be done at no cost to you!

Expect a call from one of our trained technicians to schedule an appointment.

If you are presently using propane from another supplier, please give us a call. We would welcome the opportunity to prove ourselves as one of the leaders in this fast growing industry.