

# HOT Ideas

Energy tips for our customers



This newsletter brought to you in association with the National Oilheat Research Alliance

**SPECIAL ENERGY CONSERVATION ISSUE!**

## New York City Oilheat Consumers Are Now Using the Cleanest Heating Oil in America!



As of October 1, 2012, New York City residents and business owners who receive Oilheat deliveries will now enjoy the cleanest, greenest fuel on the market – thanks to ultra-low sulfur Bioheat.

### The result of 2 mandates:

Ultra-low sulfur Bioheat didn't just happen on its own. It came about as the result of 2 mandates ... as well as successful lobbying from the New York Oil Heating Association (NYOHA).

**The New York State ultra-low sulfur heating oil (ULSHO) mandate:** On July 1, 2012, legislation went into effect requiring all heating oil in New York State have a sulfur content limited to 15 parts per million – a 99% reduction in the fuel's sulfur content. This mandate is the result of a direct initiative by the Oilheat industry.

**The New York City Bioheat mandate:** New York City enacted a ground-breaking law requiring that all heating oil sold in the city contain at least 2% biodiesel beginning in October 2012. This legislation, known as "Local Law 43 of 2010," and embraced by the oil industry, was passed by the New York City Council in July 2010.

**YOU'VE HEARD AND SEEN THE ADS – BIOHEAT IS HERE NOW!**

*"Bioheat. The Evolution of Oilheat."*



No doubt you've heard these ads on the radio or seen them on city buses and throughout the subway system. Well, "Bioheat – the Evolution of Oilheat

as an American energy solution" is now ready for prompt delivery to your heating oil tank.

As of October 2012, all grades of heating oil in New York City must, by law, contain at least 2% biodiesel. NYC is the first municipality in the country to enact such a law.

### A cleaner, greener New York City for all of us! Both laws turn the Big Apple into the Green Apple:

- ✓ Better overall air quality in the 5 boroughs
- ✓ More energy-efficient heating systems in large buildings
- ✓ Increased use of renewable fuels
- ✓ New, green economic opportunities to foster the biofuel industry in the city
- ✓ Reduced dependence on foreign energy sources

### CONGRATULATIONS, NEW YORK CITY!

You can read more about ultra-low sulfur heating oil and Bioheat in this issue. Questions? Ask your local New York City Oilheat dealer.



## BIOHEAT BENEFITS



Bioheat is made by combining Oilheat with biodiesel, a clean, green renewable fuel made from sustainable resources such as soybean oil, recycled grease and used cooking oils. These resources can

be grown in the United States and the fuel produced domestically – supporting our nation’s farmers and reducing our dependence on foreign oil.

- Bioheat is extremely clean-burning and environmentally-friendly. Testing conducted by the National Oilheat Research Alliance (NORA) found that a Bioheat blend of 80% low-sulfur heating oil and 20% biodiesel (B20) reduced sulfur oxide emissions by as much as 80% or more; nitrogen oxide emissions by about 20%; carbon dioxide emissions by 20%.
- Bioheat is cost-competitive with conventional heating oil. You will now get far greater performance and system benefits from using Bioheat than conventional heating oil.
- Bioheat is completely compatible with conventional oil burners, boilers, furnaces and tanks. No modifications are necessary. In addition, you won’t need to change your service contract, warranties or automatic delivery schedule.

### New York Legislators Consider Statewide Bioheat® Mandate

Oilheat customers in four downstate counties could be switching to Bioheat® in the near future if the state Legislature approves a **proposed Bioheat mandate that would eventually cover the entire state.**

Companion bills would create a Bioheat mandate that is scheduled to take effect in stages – starting with Oilheat dealers in Nassau, Suffolk, Westchester and Rockland counties, and then extending to the entire state.

This Bioheat mandate – when and if enacted – along with the switch to ultra-low sulfur heating oil that occurred on July 1, 2012, would make **New York State the national leader in environmentally friendly heating!**

## It’s Ultra-Clean. Ultra-Efficient. And Ultra-Environmentally Friendly. It’s Ultra-Low Sulfur Heating Oil!

*Your heating oil is better than ever!*

In 2010, New York State approved a switch to ultra-low sulfur heating oil (ULSHO), which **reduces sulfur content in the fuel by 99%**. The law went into effect on July 1, 2012.

### ULTRA-LOW SULFUR HEATING OIL BENEFITS

- **ULSHO can be blended with renewable, eco-friendly Bioheat® to create the cleanest home heating fuel in the USA.** Combine that with the latest advanced burners, and emissions are reduced even further!
- **Heating equipment that runs on ULSHO lasts longer and requires less maintenance.**
- Using ULSHO could also **increase your heating system’s efficiency.** And, according to the Consumer Energy Council of America, **ULSHO reduces emissions by over 70% compared to traditional heating fuel.**
- **You don’t need to make any modifications** to your burner, boiler, furnace, tank or any heating system component in order to use ULSHO.



### “We’ll Pay You to Use Bioheat®”

That’s basically what New York State is saying to Oilheat consumers who live in residential buildings, including single- and multi-family homes, apartment buildings, co-ops and condos. Because by using Bioheat®, you’ll get a **minimum New York State tax credit of two cents per gallon**



(one cent for every percentage of biodiesel used in the blend, up to 20 cents; the New York City mandate requires a minimum 2% biodiesel/Oilheat blend). This tax credit remains in effect through 2016.

#### How do I get my Bioheat tax credit?

Contact your local Oilheat dealer - who can tell you the percentage of biodiesel included in your fuel, and supply statements documenting how much fuel you’ve consumed. To receive your tax credits, you must file **NY State Form CT-241** along with your income tax return. Please consult with your accountant or tax professional.

### OILHEAT INDUSTRY PLANS TO ADD MORE BIOFUEL TO ITS BLENDS

*How green and clean can Oilheat get?*

A major focus of a recent energy expo in Atlantic City was increasing the percentage of biofuel in its blends in the future. The industry is calling for oil blends for home heating that contain at least 2% renewable, crop-based biofuel to be increased to 20% biofuel in the near future.

**We’ll keep you posted!**

**Thank you for using Oilheat – we are extremely proud to continue serving you as your ultra-low sulfur Bioheat® company!**