



Densmore Oil Company  
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Mystic, CT 06355

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# NEWSLETTER

**CELEBRATING 70 YEARS IN BUSINESS**



Dear Valued Customer,

As we approach another season, we also approach a major milestone. This year marks our 70th anniversary as your local heating oil and home comfort provider. To celebrate, we'd like to take a moment to express our deepest appreciation for your continued support. We wouldn't be here without our loyal customers. Thank you for being a part of our community.

In the past seven decades of service, Densmore Oil Company has built a lasting reputation for trust, service, and a commitment to quality: a fact that many of our long-term customers, some for 50 plus years, can happily attest to! Know that you can count on us to uphold these values for decades to come.

### Remembering Our Past and Looking to the Future

Densmore Oil Company was established in 1949 by Ray and Donna Densmore, setting up shop out of their home in Old Mystic, CT. Over the years their business evolved to meet the growing needs of their customers, and as they expanded, so did their team. Mark, their son, joined the family business and continued on their legacy of professional, personalized service.

Today, Mark's daughter Jamie works with the team as a third-generation member of the Densmore Oil Company family. Jamie, Mark, and the rest of the Densmore Oil Company staff look forward to future years of serving you with the same high standards of service you have come to know and love.

From heating oil and Bioheat® fuel delivery to professional heating and air conditioning service, you can trust Densmore Oil Company with your home comfort needs all year long.

Thank you again for your continued support. Cheers to 70 years and more to come!

Sincerely,

Mark and Jamie Densmore

## What's Inside

- ✔ The Truth about Natural Gas
- ✔ Ductless Mini-Split A/C Installation
- ✔ Connecticut Takes Steps to Reduce Greenhouse Gas Emissions
- ✔ Bioheat® is the Fuel of the Future
- ✔ Benefits of High-Efficiency Heating
- ✔ Importance of Booking a Heating System Tune-up
- ✔ The True Value of Full Service

## THE TRUE VALUE OF DENSMORE'S FULL SERVICE

COMPARE THE DIFFERENCE	DENSMORE	DISCOUNTER
Heating Oil Delivery	✔	✔
Unmatched Customer Service	✔	
Trained & Licensed Service Technicians	✔	
24/7 Emergency Service	✔	
Heating & A/C Installations	✔	
Heating & A/C Tune-Ups & Repairs	✔	
Oil Tank Protection	✔	
Service Plans	✔	
Premium ULS Bioheat with Additive	✔	
Live-Person Customer Service	✔	
Bulk Heating Oil Storage Facility	✔	
Online Account Services	✔	
Monthly Fuel Payment Plans	✔	
Price-Cap Fuel Payment Options	✔	
Military & Veterans Discount	✔	
70 Years of Experience	✔	



Visit [densmoreoil.com](http://densmoreoil.com) to see everything that we can do for you.



## 70TH ANNIVERSARY CONTEST

To thank you for your continued loyalty during our 70 years in business, we have an exciting contest planned to launch soon. You can expect an email and a postcard that resemble the design pictured on the left. Stay tuned for more details and get ready to enter to win!



## Connecticut Takes Steps to Reduce Greenhouse Gas Emissions

Connecticut, one of the leaders in developing climate change legislation, has passed several laws to achieve goals to reduce greenhouse gas emissions. The Global Warming Solutions Act is one of these laws that set requirements to reduce greenhouse gas emissions to 10% below 1990 levels by January 2020 and to reduce greenhouse gas emissions to 80% below 2001 levels by 2050. We are quickly approaching the law's first milestone. It is important to understand which heating fuels will comply with this act, and which heating fuels will not.

## Changing Oil Heat for the Better

The oil industry has made advancements like switching to lower-sulfur heating oil and blending it with renewable biodiesel. Unlike natural gas, this Bioheat® blend produces significantly fewer greenhouse gas emissions and is on track to help Connecticut meet the goals of the Global Warming Solutions Act.

## Did You Know?

### The Facts: Natural Gas Can Not Comply with the Global Warming Solutions Act

**Natural gas is not the answer!** Natural gas is unable to comply with the act because of its methane content. According to the EPA, methane has 87 times more global warming potential than carbon dioxide, and there is no way to remove methane from natural gas. This means, within the next decade, natural gas will not be a viable fuel option under these law requirements.

Most natural gas companies also promote electricity. It is likely that if you convert to natural gas now, you may have to convert to electricity in the next 10 years, costing you even more.

**We at Densmore Oil Company are proud to deliver Bioheat® to keep our customers warm and help protect our planet.**

## All about Bioheat®

- ✓ **Bioheat® Is Clean**  
It produces fewer greenhouse gas emissions than other fuels, and a cleaner burn means a cleaner heating system.
- ✓ **Bioheat® Is Renewable**  
Biodiesel that is used in Bioheat® is made from sustainable resources, like soybeans and other agricultural byproducts that would otherwise be waste.
- ✓ **Bioheat® Is Local**  
The Bioheat® we deliver to Rhode Island and Connecticut is made locally in our state. Selling local fuel also helps us support the national economy.
- ✓ **Bioheat® Is Now**  
Densmore Oil Company is delivering Bioheat® to customers in our service area. It is compatible with existing oil heat equipment in RI & CT homes and businesses.

**Call (860) 536-7927 or visit [densmoreoil.com](http://densmoreoil.com) to learn more about Bioheat® and place your order today!**

## Don't Forget about A/C!

Was your current A/C system up to the challenge of the past summer? If you're ready for even cooling and affordable utility bills, invest in a ductless mini-split A/C and heat pump system. Why install in the fall?

- ✓ **Supplementary heat pump feature**
- ✓ **Easy installation —no ductwork required!**
- ✓ **Zoned room-by-room cooling or heating**

We also install central air systems, if you have ductwork in your home and enjoy the even cooling that central delivers.

**Contact us to get a free quote on your installation today.**

## High Efficiency, High Rewards

### Fall Is the Right Time to Upgrade Your HVAC Equipment

Summer has come and gone, which means homeowners are starting to prepare for chillier weather. Have you been thinking about upgrading to a new high-efficiency oil heat system? Now is the perfect time! If your heating system is 10 years or older, you could significantly benefit from an upgrade this season.

### Benefits of High-Efficiency Heating

- **Lower energy bills**
- **Safer, more efficient operation**
- **Greater peace of mind**
- **Reduced risk of mid-season breakdowns**



## Have You Booked Your Heating Tune-Up Yet?

Make sure your boiler or furnace is ready for another New England winter! It is important to book a heating system tune-up each fall to ensure that your equipment runs safely and smoothly. Just one yearly visit from a Densmore Oil Company technician will help...

- **Increase efficiency**
- **Extend equipment life**
- **Save money on heating**
- **Lower the need for repairs**



**DENSMOREOIL.COM**

**There's still time to book your fall heating tune-up! Call (860) 536-7927 to make your appointment today.**