

# EFFICIENCY MATTERS

## in Wisconsin



### HEATING OIL IS ESSENTIAL TO A NET-ZERO TOMORROW

Many Wisconsinites who heat with oil are concerned about the effects of climate change. Don't worry. Today's heating oil is environmentally friendly, efficient and produced in the U.S. It is vital to our movement toward net-zero emissions.

Modern heating oil, like **Bioheat® fuel**, blends ultra-low-sulfur heating oil and biodiesel, which is composed of organic and recycled products like used cooking oil, fats and algae.



Biodiesel is a gallon-for-gallon substitute for petroleum-based fuels and an astoundingly clean-burning energy source. Widespread regional use of Bioheat annually **prevents more than 1.5 million tons of carbon dioxide emissions**. That's the equivalent of removing 320,000 vehicles from the road\*.

Plus, Bioheat-warmed homes are incredibly efficient and use less energy. That's great for the planet and your bank account!

This is only the beginning. The quality of heating oil will only get better in the years ahead.

\*Source: Clean Fuels Alliance America.

### GOODBYE WINTER, THANKS HEATING OIL!

Wisconsin winters can be rough, but if you heat your home with oil, you probably stayed warm and cozy no matter how cold it got.

**Why is heating oil so effective?** Heating oil generates a massive number of Btu's of heat energy per gallon, plus it burns **300 degrees hotter than natural gas**. It can warm your home more reliably, quickly and evenly.

When you combine high-quality heating oil, efficient modern equipment and proper insulation, you achieve **consistent comfort on much less fuel**.

And things are only getting better. Today's ultra-low-sulfur heating oil burns **95 percent cleaner** than the heating oil your grandparents used. It leaves fewer deposits in your equipment, improving its efficiency and longevity.

As you can see, you can count on heating oil to warm your Wisconsin home every winter!



### UPGRADE YOUR HEATING SYSTEM AND SAVE!

Now is the perfect time to add value to your home with new heating oil equipment. It's more affordable than ever! You can save hundreds of dollars on new heating equipment thanks to rebates designed to improve the your home's energy efficiency.

#### WISCONSIN 2022 HEATING OIL REBATES

You'll get a...

- 🔥 **\$400 rebate** when you install a new storage tank.
- 🔥 **\$600 rebate** when you install a new oil boiler or furnace.
- 🔥 **\$1,000 rebate** when you install both!

You must be a Wisconsin resident, and the new system must be higher efficiency than the one you're replacing.

**Don't wait!** These installation rebates for heating oil upgrades are available only while funds last. To learn more about rebates, go to [OilheatWisconsin.com](https://www.oilheatwisconsin.com), then contact your heating oil company.



## COMMUTING CLEAN – COURTESY OF BIODIESEL

Clean-burning, super-efficient biodiesel is hitting the roads in our state's capital!

The Wisconsin Soybean Marketing Board and the National Biodiesel Board have invested funds to introduce **20 fleet service buses in Madison** that will run on renewable biodiesel fuel. The buses are retrofitted to start their engines with standard diesel, then switch over to biodiesel once the engine warms. What's most exciting about these vehicles is that they will burn B100 fuel, or **100 percent biodiesel, with no petroleum-based component**.

It's all part of a push in Madison to incorporate organic fuels into buses and ambulances. Since 2018, these initiatives have prevented over 5 million pounds of carbon emissions.

This is a win-win for Wisconsin. Firstly, it ensures a greener, more sustainable future for everyone. **Biofuels reduce carbon emissions, particulate matter and other harmful outputs like sulfur oxide.** It also supports Wisconsin's economy. **Biodiesel production adds 13 percent of the cash value of soybeans** grown in the Badger State.

So, the next time you see a bus in Madison, it might be burning 100 percent renewable fuel!



## Win A SMART THERMOSTAT!

Here's your chance to win a smart thermostat! Read the articles in this newsletter and then go to [OilheatWisconsin.com/contest](http://OilheatWisconsin.com/contest) and answer the three questions correctly. If you do, we'll enter you into a drawing to win a smart thermostat!

No purchase necessary. A purchase will not improve your chances of winning. Employees of WPMCA, its affiliates, agencies or vendors may not enter. Winner will be notified by email. Drawing will take place on or around 9/15/22.



## RIISING OIL PRICES HURT US ALL

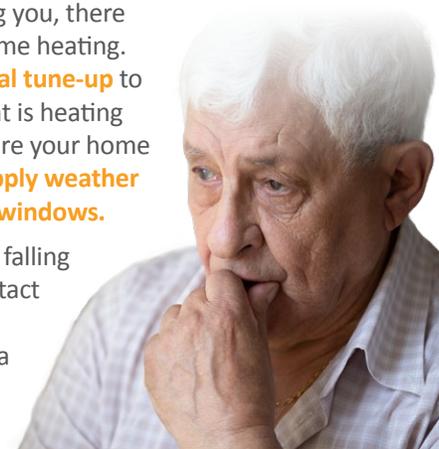
You've probably noticed that prices are rising — across the board. It's true at the gas pump, and unfortunately, it's true for home heating oil. Many factors are to blame: geopolitics, global markets and even the weather.

The pandemic worsened things. As economies worldwide locked down, demand for oil sunk, and producers scaled back. Now, demand is up again, but global supply hasn't caught up. That's a recipe for surging prices.

People don't always understand that high energy prices negatively impact local fuel companies. These companies don't make more money when prices rise — **they make less.**

If rising fuel prices are affecting you, there are ways to save money on home heating. You can **schedule a professional tune-up** to ensure your heating equipment is heating your home efficiently. Make sure your home is **adequately insulated** and **apply weather stripping on drafty doors and windows.**

Finally, if you're worried about falling behind on your payments, contact your heating oil company. They may be able to work out a solution with you.



**BROUGHT TO YOU BY YOUR OIL COMPANY,  
THE WISCONSIN PETROLEUM MARKETERS  
& CONVENIENCE STORE ASSOCIATION AND  
THE NATIONAL OILHEAT RESEARCH ALLIANCE**