



# Warm thoughts

**Rucci**  
Smart solutions

fall 2011

## PERSONALLY SPEAKING

### what's in a name?

Dear Friends,

**D**o you notice something different about our newsletter? We decided that we needed two separate names—to reflect our company's evolution from a heating oil supplier to a complete comfort solutions provider.

That's why we now call our fuel division **Rucci Energy** and our service division **Rucci Comfort**. We also added a new tagline, **Smart Solutions**, to let people know we have the expertise to keep our customers comfortable and help them save money in many different ways.

In addition, we want everyone to know that we:

- deliver high-quality heating oil, including "green" biofuel.
- service and install central air conditioning systems.



Roy Rucci

- offer smart solutions for improving indoor air quality.
- supply natural gas (we're a state-certified energy service company (ESCO)).
- are the only authorized Amana dealer on Staten Island.

We've created our own **Facebook** page too. Visit our page to get the latest news on how to stay comfortable and save money!

This issue of our newsletter includes some **smart solutions for reducing your energy bills and increasing your comfort**. If you have questions, please don't hesitate to contact us.

Warmly,

Roy A. Rucci

## plan ahead for savings and comfort

**W**hat happens if your boiler or furnace decides not to work one day this winter? Do you have a plan? Thinking ahead could save you time, money and comfort.

That's why so many of our customers have already enrolled in our new **Energy Savings Agreement**. Our service plan program now has plans that cover both oil and gas heating systems, and central air systems too. These service plans include an annual preventive maintenance **tune-up** to keep your heating or cooling system in optimum shape for reliability and **energy efficiency**.

Our Energy Savings Agreements also include either **discounted or free repairs** (depending on the plan you choose) on a long list of heating system components. As a plan customer, you'll also receive **priority service**, and for each consecutive year you are enrolled in a plan, you'll earn \$50 in **Loyalty Credits**, up to \$700! These credits can be applied toward the purchase of new heating or cooling equipment.

Learn more by calling us or returning the enclosed card.

## price speculation: still a problem

**I**n recent years, heating oil prices have been immensely affected by excessive market speculation by hedge funds and financial institutions—at the expense of hard-working families.

Although federal legislation was passed last year to provide stricter oversight, there is still haggling over rules that

would restore some sanity to commodities trading. For more information, go to [StopOilSpeculationNow.com](http://StopOilSpeculationNow.com).

Although we can't control world oil prices, we work hard to keep our prices competitive while offering programs that can help you cope with higher prices and make your bills easier to manage. Please call us. We'll be glad to help.



- Natural Gas
- Heating Oil
- Equipment Sales and Service



PRSR STD  
U.S. POSTAGE  
**PAID**  
STATEN ISLAND NY  
PERMIT NO. 66

1693 Richmond Terrace, Staten Island, NY 10310-1100

Call Us! **718-442-2080**

Visit Us! **RucciOil.com**

▶▶▶ **free tune-ups for 10 years**

▶▶▶ **free thermostat and up to \$600 in rebates**

## cool products that are hot!

We have a range of suggestions for improving your comfort and reducing your energy costs. Here are just two examples.



**Are you shocked by static electricity in your home? Is dry skin driving you to distraction?** A whole-house humidifier is the solution. It blows moisture vapor directly into your ducts, ensuring correct humidity levels for greater comfort in every room of your home.

**If your furnace or boiler is at least 15 years old**, it has a much lower efficiency rating than the systems of today and probably uses **30% more fuel** than a new one would use. With today's fuel prices, your replacement system could quickly pay for itself.



**Install a qualifying boiler or furnace and get:**

- ✓ free tune-ups for 10 years
- ✓ a \$250 Rucci instant rebate on your new system.
- ✓ 10-year parts-and-labor warranty

### add up your savings!

A wealth of incentives makes this a great time to invest in a new system. To make sure you don't miss out when applying for these incentives, we'll help you complete all the paperwork. Depending on the system you choose, you may be eligible for:

- ✓ up to five-years of financing with **no money down.**
- ✓ up to **\$300** in federal tax credits.
- ✓ up to **\$600** from National Grid's appliance rebate program, plus a free thermostat.

## service and expertise sets us apart

**What can you expect from Rucci?** Let's start with skilled technicians and installers, cutting-edge equipment and **smart solutions** for your comfort problems.

We install and service everything from natural gas and oil heat systems to central air systems. **We stand behind all of the work we do.** And unlike some contractors, we will never sell you anything that you don't need.

But that's just the beginning of what really separates us from others, especially the one- or two-man shops that will be glad to sell you equipment at a low price but won't be available if your system doesn't work properly.

After we install new equipment for you, you can expect the same

professionalism and courtesy from our customer service team that you received from our installation and sales team.

We provide **excellent customer service support** and if you have an emergency, we have technicians on call after regular business hours.

And if you're thinking about switching your heating system from oil to natural gas, call us and we'll be glad to do an honest cost analysis. We'll tell you if it makes sense to switch.

