



Norbert E. Mitchell Co., Inc.

Summer 2005

The Mitchell Times

CELEBRATING 60 YEARS OF SERVICE

This year marks a milestone for the Norbert E. Mitchell Co., Inc. We are celebrating 60 years and three generations of service to our community.

Many things have changed since Norbert E. Mitchell Sr. returned home from serving his country in 1945 and bought his first oil truck. Now our fleet includes propane trucks, service vans, fuel transports and tractor trailers. In addition to fuel oil, we supply kerosene, propane, diesel fuel and gasoline. Our experienced sales staff can analyze your specific requirements to help you select the right boiler, furnace, air conditioning system, storage tank or propane equipment to meet your needs. Our fully licensed, expert service team is ready 24 hours a day, 7 days a week to keep your equipment running at its best.

Some things, though, have never changed. We still believe that our success depends on providing you the very best service possible. Our customer service representatives are friendly, courteous and knowledgeable. They are your neighbors. They understand your situation, are thoroughly trained to answer your questions and are committed to serving your needs.

We still believe that our success as a company is tied to the success of the communities we serve. That is why our employees volunteer their time in many community organizations. And why, as a company, we sponsor many local events that raise funds for a number of local charities.

Life seems a lot more complicated today than it was 60 years ago but the things that really matter in life haven't changed. Having a good neighbor is a precious thing. We are determined to be a good neighbor. That means bringing you the best products on the market today, at the fairest price possible, with the finest service available in the industry. We call it "Service in the Mitchell Manner".

Thank you for making it possible for us to be able to reach this exciting milestone in our company's history. We appreciate being able to serve you for the last 60 years and we look forward to serving you for at least 60 more!



BASIC OR EXTENDED SERVICE AGREEMENT?

Summer is upon us and the best time to evaluate your heating system and current service agreement is now. Is your current service plan meeting your needs or is it time to change to a different plan?

We offer two levels of protection for our heating customers; Basic and Extended Service Agreements. Our Basic Service Agreement covers your annual tune-up and burner parts. It does not cover plumbing items, combustion chambers, blower parts or zone dampers. Our Extended Service Agreement covers everything the basic plan covers plus most plumbing items, all blower parts, zone dampers, combustion chambers, air filters, humidifiers (if they are attached to the covered unit) and many other parts. It also covers the repair of exposed heating system leaks, purging air from the heating system and cleaning the domestic hot water coil.

If you received an unexpected bill for one of the items only covered under the Extended Service Agreement or if you simply want to limit the potential for an expensive repair during the heating season, then the Extended Service Agreement is the right plan for you. If you are not sure which plan would best fit your needs please give us a call so we can review your service history and help you decide which plan is best for you.

WE DON'T DELIVER AVERAGE HEATING OIL

We deliver premium heating oil, enhanced with Avalux, a detergent additive. Avalux helps your heating system operate at peak efficiency, extends equipment life, benefits the environment and saves money.

YOUR SATISFACTION IS OUR #1 PRIORITY!

Gift Certificates Are Available

What do you get for the person who has everything? A gift certificate from the Norbert E. Mitchell Co., Inc. Available in any denomination, gift certificates are available for fuel oil, propane gas, gasoline, car washes, grills and many other products and services.

PAYBACK TIME

Every time we perform an annual tune-up on your heating equipment, our technician takes an efficiency test. Several instruments are used, readings are taken, adjustments made and calculated into what we call "combustible efficiency". Combustion efficiency tells us how well your system is burning fuel and how much heat is being transferred to your system and how much is being lost up the chimney. We are looking to achieve a reading of over 75% (over 80% on newer systems). This reading does not reflect on the rest of your system, radiators, duct work, thermostats, etc. It only measures the performance of the heating appliance. The readings are recorded in our computer year after year for reference purposes.

If your efficiency is reported to be less than 75%, a "Low Efficiency Letter" is mailed to you. In the letter it explains that although your heating equipment is running properly, it is not running efficiently. This letter also explains some different options and who to call should you have any additional questions.

With energy prices being where they are, now would be a good time to replace your old heating system with a more efficient system. Installing a new system with a higher efficiency rating would generate a payback for that investment in less than 8 years. If you do not want to wait for a Low Efficiency Letter please call our sales department and request a free estimate on a system upgrade. We will also estimate your savings and "Payback Time".

Customer Testimonials

"I would like to express my satisfaction with the services I received. The gentlemen doing the removal and installation were extremely competent, courteous, and professional. I was very satisfied with all phases of oil removal from buried tank, removal of buried tank, installation of new tank, and filling of new tank. I thank you for a job well done."
-Bethel Customer

"It is such a pleasure to do business with Norbert E. Mitchell Co., Inc. and this is not the first time I am writing to say so. As a result of your consistently outstanding service, my husband and I take every opportunity to highly recommend your company to people located in and around our community."
-South Kent Customer

"I have been a customer since 1950. When I call you respond very quickly. Your prompt arrival helps me stop worrying. Many, many thanks!"
-New Fairfield Customer

How To Handle High Energy Prices

A year ago in this publication we wrote about high energy prices and what was causing them. Many of those same factors still exist driving energy prices to high levels. The basics of supply and demand still rule the day - demand for energy products is at an all time high, but there is not enough supply to cool down the prices. At some point this situation will correct and prices should relax to better levels. Until that happens, what should you do to protect yourself?

Join Our Price Protection Programs!

For many years we have been offering Price Protection Programs to our customers. These are a great way to stabilize your energy costs for the next year. These programs **protect** you from fluctuations in energy prices that can devastate your budget. The success of our Price Protection Program is based on participation over time. Over several years, we believe you will find they effectively control your energy costs. We thank you for your business and your trust and will work every day to continue to earn it.

SPOTLIGHT

Brian Pflomm joined the Mitchells as a Licensed Burner Service Technician in April of 1985. His expertise in installation, service, troubleshooting and repair of heating systems did not go unnoticed.

His expertise and leadership abilities laid the ground work for the Mitchells to promote Brian to Field Supervisor in November of 2004.

Brian, who currently lives in New Milford with his wife and their 2 children was born and raised in Brookfield. Brian truly is one of Connecticut's native sons. When Brian is not at work he enjoys working around his house. Brian is also a Scout Master with Boy Scout Troup 432 in New Milford.



Mitchell

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