

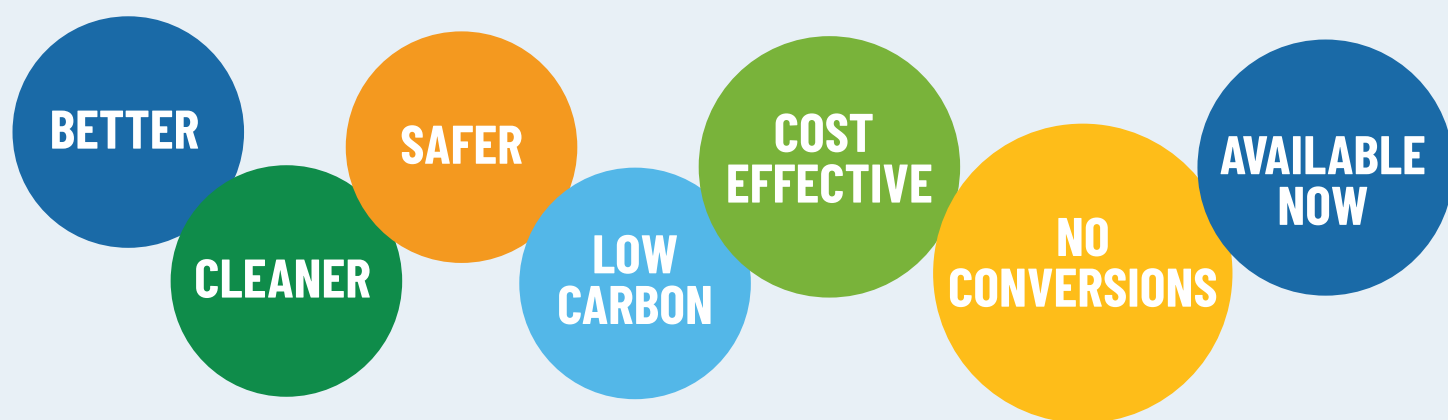
Bioheat® Fuel Talking Points for Technicians

Use these tips when working on equipment that runs on Bioheat® fuel and learn how to answer common customer questions about Bioheat® fuel and equipment.



WHY WE DELIVER BIOHEAT® FUEL

Because it is better, cleaner, and safer, and so much more:



REMINDERS FOR WORKING ON BIOHEAT® FUEL EQUIPMENT

For the past two decades, Bioheat® fuel blends up to B20 have been widely used in existing heating equipment without any issues. There are a few important things to remember when servicing burners that are using Bioheat® fuel blends:

Always use test equipment.

Always use your test equipment for heating oil and biodiesel-blend fuel.

Don't eyeball burner setup.

Use your instruments to make sure oxygen and carbon dioxide are at the proper percentages.

ANSWERS TO COMMON CUSTOMER QUESTIONS

Be the expert on Bioheat® fuel for your customers, but make sure you translate your knowledge into terms they'll understand.

Q: What is Bioheat® fuel?

A: Bioheat® fuel is a blend of biodiesel and ultra-low sulfur heating fuel.

Q: What is biodiesel?

A: Biodiesel is a renewable liquid fuel made from by-products that would otherwise be wasted, like:

- Soybean oil
- Inedible corn oil
- Animal fats
- Canola oil
- Used cooking oil

Q: Can I use Bioheat in my existing heating system?

A: Yes! If you have an existing heating system and fuel tank, you can use our Bioheat® fuel.

Q: Is Bioheat® fuel really better for the environment?

A: Yes. Unlike other renewable energy options, Bioheat® fuel is helping to cut carbon emissions right now. Using Bioheat® fuel today helps contribute to decarbonization like compound interest. The sooner you start, the greater the results will be. Bioheat® fuel is already a low-carbon fuel, and the industry has committed to reaching net-zero carbon emissions with 100% renewable Bioheat® fuel by 2050.

Q: Why is Bioheat® fuel such a great renewable energy option?

A: There are three major reasons why Bioheat® is the number-one renewable energy choice. First, it doesn't require expensive conversions. According to a study conducted by Diversified Energy Specialists (DES) for a 2020 IHS Markit report, converting a home to ductless heat pumps can cost up to \$21,500.¹ Second, Bioheat® fuel has a low carbon score right now and it has the ability to continue to reduce its carbon content into the future. Third, Bioheat® fuel will keep your home warm even on the coldest winter days. The same DES study showed that after a five-year period, ductless heat pumps did not provide sufficient heat for an entire home.

TIPS FOR BRINGING UP BIOHEAT® FUEL ON YOUR OWN

Don't wait for your customers to bring up Bioheat® fuel out of the blue! It is a great talking point that appeals to existing and potential customers. You can bring up Bioheat® fuel...

- When you complete a heating tune-up, tell them how Bioheat® fuel helps keep their system clean
- Keep your truck stocked with Bioheat® fuel leave-behind materials
- If someone asks about renewable energy options

MORE BIOHEAT® FUEL RESOURCES

Check out these online resources for more helpful information about Bioheat® fuel and share them with your customers.

- [BetterwithBioheat.com](https://www.betterwithbioheat.com)
- [Facebook.com/BetterwithBioheat](https://www.facebook.com/BetterwithBioheat)
- [MyBioheat.com](https://www.mybioheat.com)
- [Facebook.com/MyBioheat](https://www.facebook.com/MyBioheat)