



January 29, 2008
Member Alert

Free Dealer-to-Consumer Bioheat® Marketing Materials Now Available

MOC is the first state association in the country to team with the National Biodiesel Board (NBB) to offer retail heating oil dealers high-end Bioheat® direct mail marketing materials at no cost (shipping not included). Thanks to funding from the National Oilheat Research Alliance (NORA), you can order up to 500 pieces each of a family of seven separate consumer communications pieces that explain the benefits of Bioheat® as a new, clean-burning fuel blend for home heating oil customers. Samples of the materials are included for your review, including matching bill stuffers, post cards and a newsletter.

- **How to Order**

Just fill out the information below and send it back to MOC. Or simply email zahra@massoilheat.org and give her the information. Materials will be shipped promptly and you will be billed for shipping estimated to be around \$25.00 for 500 pieces of each of the seven marketing offerings. When ordering, consider all seven, but if you'd like to order less, we suggest one bill stuffer with matching post card and the newsletter.

Your Name _____
Company Name _____
Address _____
City/State/Zip _____
Check Order

Ship 500 of all 7 Pieces

Ship 500 each of Baby Planet Flag Newsletter

Important trademark information for retailers selling Bioheat®:

The National Oilheat Research Alliance (NORA) and the National Biodiesel Board (NBB) are using the term Bioheat® fuels to describe a mixture of heating oil and Biodiesel. The goal is to develop a uniform name that American consumers will understand and recognize. The National Biodiesel Board has licensed the trademark to NORA, so that NORA could make it available to retail and wholesale oil dealers. This licensing is necessary to ensure that NBB's trademark is protected and that consumers get a quality biofuel blend. If you are currently selling Bioheat®, or plan to, please log onto www.nora-oilheat.org and register. The Bioheat® logo and the Bioheat® trademark will then be available for your use.