

Company History

WoodPellets.com is the nation's leading online retailer and independent distributor of wood pellet heating fuel, with home delivery service from Maine to Maryland and truckload delivery service from coast to coast. Renowned for award-winning customer service and the highest quality pellet fuels, WoodPellets.com is committed to making clean, green heat widely available and easily affordable.

Founded in 2006, New Hampshire-based WoodPellets.com now serves tens of thousands of customers. The company's network of partnerships includes US and Canadian manufacturing plants and logistics companies, as well as warehouses and retail partners across the country.

By partnering with some of the finest manufacturers in the industry and offering the highest quality wood pellets at affordable prices, WoodPellets.com hopes to make wood pellet heat a viable option for more homeowners in the US, thus reducing carbon emissions, alleviating our use of fossil fuels, and strengthening our domestic economy.

Management Team



Jon Strimling, Founder

With more than 10 years of experience in pellet manufacturing and distribution, Jon co-founded WoodPellets.com with a vision of making the process of getting pellets from the mill to the customer more efficient and affordable. He now leads a team of logistics and service professionals unmatched in the industry to provide a comprehensive, "one-stop shopping" experience for customers.

As secretary of the Biomass Thermal Energy Council, Jon is active in industry efforts to introduce legislation that will ensure wood heat finds its way into our country's energy portfolio as a cost-effective source of clean, renewable energy. He also serves on the Board of Directors for the Alliance for Green Heat, a non-profit agency dedicated to promoting high-efficiency wood combustion as a low-carbon, sustainable, local, and affordable heating solution.



Mark MacLean, Co-Founder, VP Business Development

Mark has more than 15 years of experience in operations, marketing, and product development in the high-tech arena. At WoodPellets.com, he works closely with the best manufacturers in the business to ensure customers are offered the best products at the best prices. In addition, Mark leads his team of logistics professionals and web developers in creating an industry-leading website that provides both a comprehensive wood pellet research tool and an unparalleled online shopping experience.

U.S. Renewable Heating Industry: Wood Pellets as a Growing Trend

There are more than one million pellet stove owners in the United States, who collectively consume nearly two million tons of wood pellets annually, eliminating approximately 1.5 million tons of carbon and offsetting 180 million barrels of oil. The market base is growing rapidly, and the industry is prepared to scale accordingly and sustainably, with ample resources available through responsible forestry practices to support heating more than 10% of our nation's homes. The US wood pellet industry supports thousands of domestic jobs, including:

- Appliance manufacturers that produce high efficiency pellet stoves, fireplace inserts, boilers, and furnaces.
- Stove shops, hearth dealers, and installation & maintenance professionals who provide guidance to consumers in selecting a stove, then installing and maintaining it.
- Fuel manufacturers that produce pellets up to industry-regulated quality standards to ensure consistent, high quality fuel.
- Distributors such as WoodPellets.com that offer convenient, cost effective delivery service and flexible pickup options.
- Advisors and regulatory bodies like the Biomass Thermal Energy Council (BTEC) and the Pellet Fuels Institute (PFI), which provide guidance in government affairs and industry development.



Industry Experts

“The rise of wood heat is good news for offsetting fossil fuels, achieving energy independence, creating jobs and helping families affordably heat their homes.”

John Ackerly, Founder & President, Alliance for Green Heat, Takoma Park, MD
jackerly@forgreenheat.org, (302) 841-7755

“There’s so much focus on wind and solar technology, and far too little attention paid to forest-based resources. It’s time that policy-makers at the state and federal level pay attention to a home-heating fuel source that is literally in our own backyard.”

Charlie Niebling, Chair, Biomass Thermal Energy Council, Washington, DC, and General Manager, New England Wood Pellet, Jaffrey, NH
cniebling@pelletheat.com, (603) 532-4666 x202

Wood Pellet Basics

What's a wood pellet?

Wood pellets are a heating fuel made of clean, compressed sawdust.

They are extremely efficient, easy to use, renewable, and 100% natural. A typical Northeast homeowner will save \$600-750 this year by heating with wood pellets instead of oil. *Sustainable, domestically produced, and cost-stable, wood pellets help to create local jobs while simultaneously reducing dependency on fossil fuels.*



Do people really save money with wood pellets?

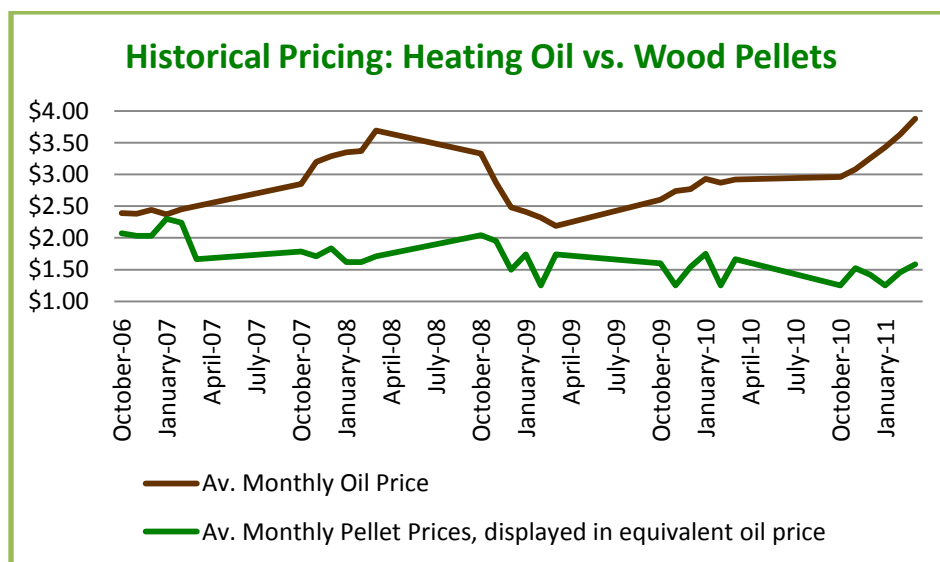
Heating with wood pellets can cut your heating bill by a third or more.



A typical wood pellet consumer burns 4 tons of pellets per year, replacing an equivalent of 480 gallons of heating oil. If you assume \$271/ton for pellets (delivered) versus \$3.68/gallon for heating oil (the average price in the Northeast in the first quarter of 2011, according to the US Energy Information Administration): *A typical consumer will save \$682 this year by burning wood pellets instead of heating oil!*

Wood pellets are more cost-stable than oil and other fossil fuels.

When WoodPellets.com started selling fuel in the fall of 2006, heating oil was \$2.40/gallon, and pellet prices ranged from \$225-\$290/ton, depending on product quality. Now, in the fall of 2011, home heating oil is \$3.90/gallon, while pellet prices are \$200-\$280/ton. *This means the price of oil has increased more than 60%, but the range of pellet prices has decreased over the same time period.*



How are wood pellets handled and burned?

Receiving Fuel: Convenient Home Delivery

Most wood pellets purchased in the U.S. today come in 40-pound bags, stacked onto pallets and wrapped in protective shrouding. While most of the market picks up their fuel, a growing number of consumers are opting for cost-effective and convenient home delivery service. WoodPellets.com sends highly trained professionals to deliver fuel direct to a customer and place whole pallets exactly where a customer needs them.



Burning Fuel in a Pellet Appliance



Wood pellets are burned in high-efficiency stoves, fireplace inserts, boilers, and furnaces designed specifically to burn pellets. Although most consumers in the U.S. opt to load their stoves by hand, technological innovations that have been successfully introduced in the European market now offer American consumers the option to customize an automatically fed system.

Do wood pellets produce any waste products?

Because wood pellets are completely organic and burned in extremely efficient stoves, there is very little waste from heating with pellets. One of the key indicators of a quality wood pellet is ash content: the less ash leftover after combustion, the higher the quality of the pellet. The Pellet Fuels Institute regulations state that a premium pellet must have less than 1% ash. WoodPellets.com only works with manufacturers that can guarantee to exceed the PFI specification, so customers will receive a superior product.



Where can I find wood pellets?

Wood pellets are now commonly found at hardware stores and stove shops across the country, but it is important to research any brand to ensure you're purchasing a proven consistent, high quality fuel.

WoodPellets.com is committed to displaying transparent quality statistics, and our sales staff is composed of experienced pellet stove owners who can help customers find the right fuel for their budget and their stove.

Why are wood pellets green?

Burning 1 ton of wood pellet heating fuel:

- Replaces at least 120 gallons of heating oil... or 170 gallons of propane... or 16,000 ft³ of natural gas... or 4,775 kWh of electricity (and savings are often higher due to efficiency gains).
- Eliminates 1,500 pounds of carbon dioxide emissions as compared to heating oil.
- Saves the same amount of fossil fuels as if you switched to driving a Prius hybrid for a year.
- Mitigates greenhouse gas emissions and harmful pollutants such as CO₂, sulfur dioxide, and mercury.
- Emits 50x less particulates from a high efficiency pellet stove than non-EPA certified wood stoves, and two to five times less than even newer, EPA-certified wood stoves.



Sustainable Forestry Practices

Modern forestry practices improve the rate of carbon removal from the atmosphere and actually allow young trees to grow more rapidly.

That being said, most wood pellets are manufactured with waste products from the lumber or other wood industries – *not* from cutting trees. There is one exception to this rule: the forest service occasionally works with the pellet industry to remove standing dead trees that pose a forest fire hazard.

Clean Combustion

Burning wood pellets in a high efficiency stove is cleaner than organic decomposition in a forest. This means that wood pellets are considered carbon neutral. In addition, pellet stoves, inserts, and central heating systems must have at least an 80% efficiency rating – and in fact, most appliances are 85-93% efficient.



100% Natural

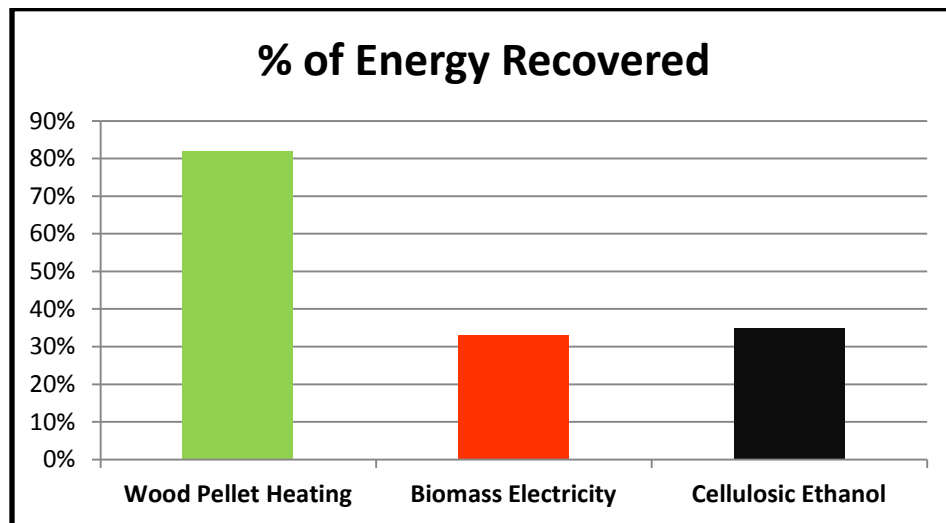
Wood pellets are 100% natural, with no binders, chemicals, or additives.

Most wood pellets made in the USA are manufactured from clean sawdust and wood chips: waste products from lumber and other wood industries that would wind up rotting in landfills, if not used for heating fuel. Wood naturally contains a substance called lignin that binds wood pellets in their tightly compacted, uniform shape. The only added ingredients are trace amounts of oil or corn starch, which can be utilized as a lubricant in processing.

Highly Efficient Fuel Source

Using wood for heating is an extremely efficient use of these finite resources. That means that as a nation, we're able to displace more of our fossil fuel consumption and carbon emissions with this sustainable harvest.

The manufacturing process that produced pellets retains the potential energy stored in wood, and combustion in high efficiency stoves, fireplace inserts, and central heating systems is typically at 85-93% efficiencies. By comparison, only 25-40% of the energy in wood is recovered when wood feed-stocks used for electrical generation or conversion to transportation fuels such as ethanol.



Pellet stove owners enjoy additional efficiency gains of up to 20% through space heating, by keeping the main living areas warm and secondary zones slightly cooler:



Real Testimonials from Real People



Steve Batchelder, Londonderry, NH

“I was averaging four tanks of oil per year, which was about \$3,000. Basically for the same price of filling my tank just once, I got a full season’s worth of pellet heat. That was a no brainer alone, never mind that pellet fuel is renewable! (And I still haven’t figured out what to do with that red emergency oil shut-off switch in my family room...)”

Aileen Picone, Elkins Park, PA

“Ordering from WoodPellets.com couldn’t be any easier. In the past, we would rent or borrow a truck to pick up one ton of inferior pellets at a time. Last year, we ordered from WoodPellets.com. They delivered 2 tons directly into our garage (in less than 2 weeks)! Can’t wait for the first fire of the season. We love our stove and are so glad to have found WoodPellets.com.”



Laura Savage, Broadbank, CT

“Happiness is... not turning down the thermometer to 60 degrees to ‘save’ on oil anymore. Wood pellets have been burning for six months, and I am never cold. The winter season doesn’t have a date to turn on heat (October 15) and a date to turn it off (April 15) anymore. Just pour another bag of pellets in and stay warm, 24/7!”



Jim Dillard, Bedford, NH

“Boy is it ever nice having a toasty warm 74°F house for mere pennies a day! We really like the CleanFire Pacific pellets we bought from WoodPellets.com. They’re VERY clean pellets. Almost ash-free. And our basement has never smelled better!”

Resources & Citations

Christiane Egger

“Burning Issues: An Update on the Wood Pellet Market”

<http://www.renewableenergyworld.com/rea/news/article/2009/04/burning-issues-an-update-on-the-wood-pellet-market>

Massachusetts Division of Energy Resources

Wood Pellet Heating Guidebook

http://www.mass.gov/Eoca/docs/doer/pub_info/doer_pellet_guidebook.pdf

John McBride, Stephen Thomas, and Samuel Klingensmith

Zone Heating as a Low-Income Energy Conversation Measure, ACEE 1990 Summer Study on Energy Efficiency in Buildings

Northeast Biomass Thermal Working Group

Heating the Northeast with Renewable Biomass: A Bold Vision for 2025

<http://www.nebioheat.org/vision.asp>

O.O. Energiesparverband (Upper Austrian Renewable Energy Agency)

Biomass heating in Upper Austria: Green energy, green jobs

http://www.nebioheat.org/pdf/Biomass_heating_2010.pdf

John Pendray

Prospects for Increased LowGrade BioFuels Use in Home and Commercial Heating Applications

<http://dspace.mit.edu/bitstream/handle/1721.1/40295/190864851.pdf?sequence=1>

U.S. Energy Information Administration

Home heating oil historical energy pricing

<http://www.eia.gov/>