

Callow Times

The free newsletter direct from your local fuel supplier.

Issue 1: Autumn 2016



Burwarton Show

A look back at a fine summer's day in Shropshire

Here to help

Meet the teams that answer your calls

A tale of two tanks

How we overcame the challenge of installing a new tank in a very tight space

CallowOils

Bringing warmth to your home

A warm welcome from Callow

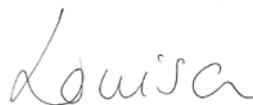
Welcome to our first issue of 'Callow Times', which we hope will help you get more out of your relationship with us while bringing the slightly strange but wonderful world of Callow Oils a little closer to you.

Inside you'll find news about some of the things we've been busy doing throughout the summer, like the interesting challenge of lifting a new oil tank over a customer's house to install it, together with information you perhaps weren't aware of – for example, did you know that as a domestic customer, you may already have a Callow Cash account where we have been squirreling away cash for you to redeem against future orders?

We've been busy on the marketing front too; our new logo and Callow Times are just the start of a number of new initiatives we're planning.

We always welcome your feedback and these days there are more ways than ever for you to express your opinion. We're on Facebook, Twitter, Instagram and Pinterest now so, if we've done something great please shout about it to as many people as possible but if something's gone wrong please pick up the phone; talk to us and we'll fix it.

Thank you for choosing Callow we appreciate your business and we hope you enjoy Callow Times.



Louisa Beasley

The Callow 2017 calendar



We decided not to print a 2016 calendar but we received so many comments, nay, even complaints that we didn't do one, it seemed only right to put things right for 2017.

We genuinely didn't know you cared about it but the feedback was that the Callow Calendar is great for keeping track of important things like birthdays, school holidays and the odd evening out.

We've kept the same two months to view format, together with space for you to write in all those important things; but this year we've decided to ring the changes with the pictures and have a bit of fun, so keep an eye out for the 2017 Callow Owls Calendar – they'll be flying off the shelves!

We're not doing a huge print run so if you want to be sure of getting a copy, just send us an email with your name, address details and Customer Account Number and we'll ensure that the first 100 requests we receive are sent a 2017 calendar as soon as they are delivered to us.

We're here to help



The Hereford team:
Charlotte, John, James and Debbie



The Stourport team:
Shelley, Helen, Sarah, Louisa and Nicole

It's always nice to be able to put a face to a name when you're on the phone so we thought why not introduce you to the teams that will be on the other end of the line when you call us.

We have two main teams – one in our Stourport-on-Severn depot and another in Hereford. If you ring Stourport you could be talking to any one of our team of five very friendly ladies; Helen, Louisa, Nicole, Sarah and Shelley – you might have seen the Q&A we did with Louisa on Facebook recently, if not, why not check it out on the Callow Oils page?

In Hereford, you'll come across Office Manager Debbie (who has also been subjected to the Facebook Q&A recently), Charlotte and James. Now and then, when it's particularly busy, John lends a hand too – you might recognise John from the days when he delivered oil all around Herefordshire for us. These days he spends most of his time organising delivery routes.

Between the two teams we can boast a huge amount of experience – when it comes to customer service and heating oil knowledge these guys are second to none and they will be able to answer any questions you have with confidence and clarity. So, if you have a question, give us a call...

We really are here to help.

Stourport:

Severn House, Sandy Lane Industrial Estate, Stourport-on-Severn. DY13 9QB
Tel: 01299 828 800
Email: louisa@callwoils.com

Hereford:

Reynards Close, Rotherwas, Hereford. HR2 6LD
Tel: 01432 278 263
Email: callowfuel@callwoils.com

Introducing the new Callow logo!

CallowOils

Back in June we decided it was time to spruce things up a bit with our marketing and to review our company image so, following a detailed planning meeting and loads of weird 'marketing talk' of Customer Personas and Customer Journeys, we started to bring together some ideas for the new look Callow Oils.

The first thing to agree was the logo – we had no idea there were so many typefaces! Serifs, Myriads, Lucida Bright... The list went on and on... but we finally settled on one called Rotis Semi Serif Italic with a lovely 3-D flame design in the 'O' of Callow (anything to shut up the marketing guys!).

Actually we're really pleased with it and we hope you like it too. Next we'll be having a look at our mobile advertising boards – our delivery tankers. We know you recognise the red and blue trucks as they pass through the region's roads every day, so we won't change much but keep an eye out for some subtle tweaks.

Best Trade Stand again at the Burwarton Show



This year the Burwarton Show took place on 4th August, a lovely, sunny Thursday in what was actually a pretty good summer.

If you've never been it's a great day out with entertainment including JCB digger displays, Camel racing, and equestrian events taking place throughout the day. There was also a Family Circus, a Fairground, vintage tractor displays, a plethora of food outlets and other 'going's-on' to keep visitors occupied.

Once again Callow Oils was there in force and we must say a huge thank you to the team that built, manned and packed away our stand – it was worth it, we had a great day, meeting many customers and, to top it all we won 'Best Trade Stand' (again).

Jim's Corner



I have been thinking for some time of writing a book but am not sure if anyone would be interested in reading it or whether it would simply be for my own satisfaction/vanity. I will take this opportunity to run a couple of my musings past you and would appreciate any feedback.

Cherry minding – Aged thirteen armed with a Garden Gun, which is smaller than a 410 we were set to mind the Cherries in the local Orchards. If it moved and had feathers, then we were instructed to shoot it. Who would dream of shooting a song bird now?

We then moved on to picking the aforementioned Cherries, furnished with a skip basket and ladder off we went, swinging about in the top of the huge cherry trees, not the little ones as they are now. Whatever would the Health and Safety brigade have to say about the 40-foot wooden ladder, from memory 3 foot across at the bottom and 1 foot at the top. You had to get a grown man to move it for you I digress but while on the subject of fruit I have found a gentleman in Great Witley who will turn your apples into bottled apple juice for about £1.50 per bottle – delicious.

Back to the book I got an after school job at a local Corn Merchants at the age of thirteen, 12'6 a week every day after school 4pm til 6pm and all day on a Saturday working in the stores and serving in the shop. Saturday lunch the boss treated us as a bonus, a bottle of Flowers Poacher Bitter and a Pork Pie at the Swan.

Mr Crawford, the boss taught me more in the few years I worked for him than they did all the time I was at School. That early taste for Bitter and Pork Pies made me into something of a connoisseur in these two particular products. Bathams Bitter would be my recommendation on the alcohol front, available from our very own Chaddesley Garage and the pork pies from the Butchers in Flyford Flavell. Well worth a drive out.

As children in Stourport we got up to all sorts of things to earn a bit of pocket money. Pop bottles returned for threepence each, a round of wasp cake sold to Batemans the Fishing Tackle Shop for half a crown a round, all part of my early education.

Anyway enough of my recollections for now and on to the garden. I am preparing the ground for the autumn sown Broad Beans. I am going to put them where the sweetcorn was, which incidentally was an excellent crop this year. I can especially recommend it with plenty of salt and butter, neither very good for me but at my age who cares! One thing I have missed are my usual feeds of Field Mushrooms. There seems to have been a severe shortage, sorry my mouth is watering now at the very thought of a panful of them...

Until next time, all the Best

A handwritten signature in black ink, appearing to be 'Jim', written in a cursive style.

Did you know we even supply and fit new oil tanks?



Our thanks to John O'Sullivan for letting us reproduce his tale of two tanks.

“Our old metal oil tank was on its last legs, and totally non-compliant with current regulations, so we got Richard from Callow Oils to replace it with a new plastic double skinned tank with an electronic gauge.

The back of the house is inaccessible, even for the small crane on the back of Richard's truck, so Richard called in a colleague with a larger 10-ton crane that had a long arm.

The 10-ton went on Andy & Sarah's driveway next door. It lifted the old tank out and swung it round to our front garden and on to the back of Richard's truck.

Then Richard's truck went into the Yew Tree Farm drive, so the crane could lift the new tank over to our back yard without touching overhead cables. The result? – One very happy customer!”



Let's talk cash, Callow Cash

It's not often you get something for nothing, so it may surprise you to know that, once you've been registered, every time you order oil from Callow we put a little cash into a Callow Cash account for you. It's our way of saying thank you for your loyalty to us, our way of giving a little something back.

If you've ordered heating oil from us before, we've already opened an account and started saving for you. When you have a minimum of £15 in your account, you can claim it against your current fuel bill or your next order. You can even take it away and spend your cash elsewhere!

Next time you ring ask us how much we've saved for you already; you may be surprised.

HOW MUCH CALLOW CASH DO I SAVE?	
Oil Ordered (litres)	Money Saved into your Callow Cash account
500 – 800	£1.50
801 – 1,200	£3.00
1,201 – 1,600	£4.00
1,601 – 2,400	£6.00
2,401 – 3,200	£8.00
Anything over 3,201	£12.00

Orders through buying groups are excluded. Terms & conditions apply - contact us directly to find out more.

Introduce a friend and reduce your heating bill



We're always on the lookout for new customers – of course we are, we're in business! So if we've managed to impress you with the service we provide, we'd love you to recommend us to your friends.

As a thank you, when a new customer orders from us and they quote your name and address, or Account Number, we'll credit your Callow Cash account with exactly the same amount of Callow Cash they earn from their first order.

Now that can't be bad!

Keep in touch

There are always new and exciting things going on at Callow and we'd love you to be involved so we've made it easier than ever for you to keep up to date with what we're up to.

These days you can find us on Facebook, Twitter, Instagram and Pintrest. Whichever of these you use why not check out Callow today, then follow us to stay up to date with developments.



Like us at [Facebook.com/CallowOil](https://www.facebook.com/CallowOil)



Follow us at [Twitter.com/CallowOil](https://www.twitter.com/CallowOil)



Launching soon. Follow us at [Instagram.com/CallowOilsLtd](https://www.instagram.com/CallowOilsLtd)



Launching soon. Follow our pins at [Pinterest.com/CallowOils](https://www.pinterest.com/CallowOils)

Fancy £100.00 off your next heating oil bill?

To be in with a chance of winning £100.00 off your next Callow invoice, just go to our Facebook page ([Facebook.com/CallowOil](https://www.facebook.com/CallowOil)), find the post about this newsletter and like and share it. At the end of January we'll draw one lucky person's details and hey presto, we'll place a £100.00 credit onto your account!

Stourport

Severn House, Sandy Lane Industrial Estate,
Stourport-on-Severn. DY13 9QB
Tel: 01299 828 800
Email: louisa@callowoils.com

Hereford

Reynards Close, Rotherwas,
Hereford. HR2 6LD
Tel: 01432 278 263
Email: callowfuel@callowoils.com

www.callowoils.com

Designed and produced by Viper Marketing, www.vmcg.co.uk

CallowOils

Bringing warmth to your home