

MYTH:

Natural gas heating is outdated and expensive to run.

FACT:

Today's natural gas furnaces and boilers are built for efficiency and reliability. They deliver powerful, consistent heat—even on the coldest days—while helping lower energy costs.



LOWER ENERGY BILLS

Highly efficient systems use less energy to deliver more heat.



POWERFUL PERFORMANCE

Strong, reliable heat—quickly and consistently.



RELIABLE WHEN YOU NEED IT MOST

Built for durability and dependability through every season.



CLEANER BURNING

A cleaner-burning fuel that helps reduce emissions.

FURNACES – WARM AIR

- WHOLE-HOME WARMTH
- HIGH EFFICIENCY
- DEPENDABLE & DURABLE
- SMART COMPATIBILITY

BOILERS – RADIANT HEAT

- RADIANT, EVEN HEAT
- ENERGY EFFICIENT
- CONSISTENT HOT WATER
- BUILT TO LAST

SOURCES:

- American Gas Association (AGA) – Gas Appliances
www.aga.org/gas-appliances
- U.S. Department of Energy – Heating & Cooling
www.energy.gov/energysaver/heating-and-cooling
- Natural Gas Information – Benefits of Natural Gas
www.naturalgasinfo.org



COMFORT YOU CAN COUNT ON.

Natural gas furnaces and boilers deliver efficient, reliable heating and lasting comfort—season after season.

MYTH:

Gas fireplaces are inefficient and wasteful.

FACT:

Gas fireplaces are highly efficient, with some models operating at 50% to 90% efficiency. A fireplace insert sends more heat into your home and reduces heat lost up the chimney. Gas fireplaces also produce fewer emissions than wood-burning fireplaces.



EFFORTLESS EFFICIENCY

Heat your space efficiently, helping lower energy use and utility bills.



CLEAN BURNING

No smoke, soot, or ash, and fewer emissions than wood.



BUILT-IN SAFETY

Safety features provide peace of mind for you and your family.



RELIABLE WARMTH

Immediate, dependable heat at the touch of a button.

SOURCES:

- American Gas Association (AGA) – Gas Appliances www.aga.org/gas-appliances
- U.S. Department of Energy – Heating & Cooling www.energy.gov/energysaver/heating-and-cooling
- Natural Gas Information – Benefits of Natural Gas www.naturalgasinfo.org



INSTANT COMFORT. LASTING IMPACT.

Natural gas fireplaces and logs deliver the warmth and ambiance you love—without the work.

MYTH:

If I have natural gas appliances, I'll always know if carbon monoxide is present.

FACT:

Carbon monoxide (CO) is colorless, odorless, and invisible, which is why carbon monoxide detectors are an important safety device in every home. CO detectors provide an early warning if unsafe levels are detected and should be installed near sleeping areas and tested regularly.



EARLY WARNING
SAVES LIVES



INSTALL NEAR
SLEEPING AREAS



TEST REGULARLY



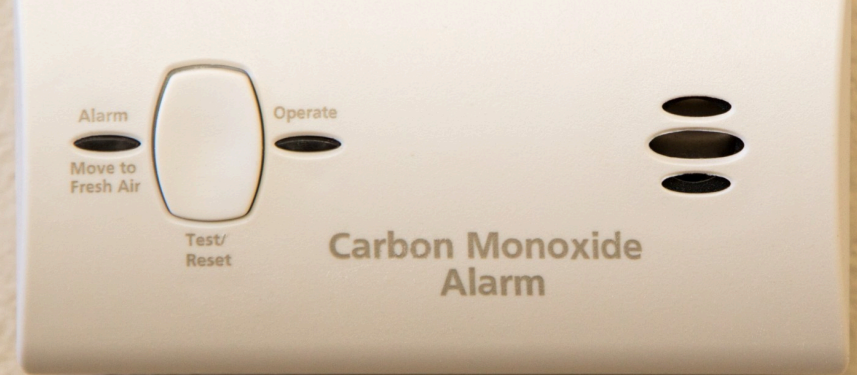
PROTECT WHAT
MATTERS MOST

MYTH:

You can't detect a natural gas leak until it becomes dangerous.

FACT:

Natural gas is naturally odorless, so utilities add a harmless odorant called mercaptan to help people quickly recognize a possible leak. Mercaptan gives natural gas its distinct "rotten egg" or sulfur-like smell, helping provide an important early warning sign.



WHAT TO DO IF YOU SMELL GAS



Leave the area immediately.



Do NOT use light switches, phones, garage door openers, or anything that could create a spark.



Do NOT attempt to locate the leak yourself.



Move to a safe location.



Call 911 and your natural gas provider.

Recognizing the smell of mercaptan and responding quickly helps keep homes, businesses, and communities safe.

MYTH:

Natural gas generators are unsafe to use.

FACT:

Natural gas generators are built with advanced safety features and are safely used in thousands of homes and businesses across the country. When professionally installed and properly maintained, they provide reliable, automatic backup power when you need it most.



BUILT-IN SAFETY FEATURES

Equipped with automatic shut-off valves, sensors, and monitoring systems to help ensure safe operation.



RELIABLE POWER WHEN NEEDED

Automatically provides backup power during outages—helping keep your home safe and comfortable.



PROPER INSTALLATION MATTERS

When installed by qualified professionals in accordance with code, natural gas generators operate safely and effectively.



MAINTENANCE IS KEY

Routine maintenance helps ensure your generator is ready to perform reliably whenever you need it.



CLEANER, EFFICIENT ENERGY

Natural gas provides a cleaner, more efficient fuel source for dependable backup power.

SOURCES:

- American Gas Association (AGA) – Generators
www.aga.org/natural-gas-generators
- U.S. Consumer Product Safety Commission (CPSC) – Portable Generators Safety
www.cpsc.gov/safety-education/safety-guides/portable-generators
- National Fire Protection Association (NFPA) – Standby Power Systems
www.nfpa.org/education-and-research/emergency-preparedness/standby-power-systems
- U.S. Department of Energy – Backup Power Options
www.energy.gov/energysaver/backup-power-options



**SAFE. RELIABLE.
READY WHEN YOU NEED IT.**

Natural gas generators deliver peace of mind and power you can count on.

MYTH:

Natural gas appliances are unsafe for everyday home use.

FACT:

Water heaters deliver fast recovery times and reliable hot water. Whether you choose a traditional tank model or a space-saving tankless option, natural gas water heaters deliver the performance and reliability your home needs.



CONSISTENT PERFORMANCE

Natural gas provides the powerful heat you need for dependable hot water, every day.



FAST RECOVERY TIMES

Get back to hot—fast. Natural gas water heaters reheat quickly so you can keep going.



RELIABLE WHEN YOU NEED IT

Count on natural gas for uninterrupted hot water—even during power outages.



EFFICIENCY THAT PAYS

High efficiency models help reduce energy use while delivering the comfort you expect.

TANK WATER HEATERS

- DEPENDABLE STORAGE
- FAST RECOVERY
- BUILT TO LAST
- IDEAL FOR EVERY HOME

TANKLESS WATER HEATERS

- ENDLESS HOT WATER
- FAST RECOVERY
- ENERGY EFFICIENT
- COMPACT & SPACE-SAVING

SOURCES:

- American Gas Association (AGA) – Gas Appliances
www.aga.org/gas-appliances
- U.S. Department of Energy – Water Heating
www.energy.gov/energysaver/water-heating
- Natural Gas Information – Benefits of Natural Gas
www.naturalgasinfo.org



FAST RECOVERY. RELIABLE COMFORT. EVERY TIME.

Choose the natural gas water heater that fits your home and lifestyle. Enjoy fast recovery, reliable performance, and peace of mind.

MYTH:

Natural gas appliances are unsafe for everyday home use.

FACT:

Natural gas appliances are designed with multiple safety features and are safely used in millions of homes every day. When properly installed and maintained, they provide reliable, efficient energy for daily living.



BUILT-IN SAFETY FEATURES

Modern natural gas appliances include safety features like flame sensors and automatic shut-off valves.



SAFELY USED EVERY DAY

Millions of homes rely on natural gas appliances for cooking, heating, drying, and more — every single day.



PROPER INSTALLATION MATTERS

When installed by qualified professionals and used as directed, natural gas appliances operate safely and efficiently.



MAINTENANCE IS KEY

Routine maintenance helps ensure your appliances continue to run safely and reliably for years to come.

SOURCES:

- American Gas Association (AGA) – Safety & Reliability
www.aga.org/safety
- U.S. Department of Energy – Natural Gas Safety
www.energy.gov/energysaver/natural-gas-safety
- U.S. Consumer Product Safety Commission (CPSC) – Gas Appliance Safety
www.cpsc.gov/safety-education/safety-guides/gas-and-co-alarm-safety
- Building America Solution Center – Natural Gas Safety
www.buildingamerica.gov/solution-center/building-science/natural-gas-safety



**SAFE. RELIABLE.
EFFICIENT. EVERY DAY.**

Natural gas is a smart choice for your home and your family.

MYTH:

Natural gas grills are less powerful than propane grills.

FACT:

Natural gas grills are designed to deliver the high BTUs needed for searing, sautéing, and everything in between. When properly installed, they perform just as well as—if not better than—propane grills.



SERIOUS HEAT

High BTUs deliver the intense heat you need for perfect results.



ENDLESS FUEL

Enjoy a continuous fuel supply—no tanks to refill or run out of.



CONSISTENT PERFORMANCE

Steady, even heat every time you grill.



COST-EFFECTIVE

Lower operating costs compared to propane over time.



CONVENIENT

Always ready to grill whenever inspiration strikes.



BUILT TO LAST

Durable, reliable performance for years of great grilling.

SOURCES:

- American Gas Association (AGA) – Gas Appliances www.aga.org/gas-appliances
- Natural Gas Information – Benefits of Natural Gas www.naturalgasinfo.org
- U.S. Department of Energy – Outdoor Cooking www.energy.gov/energysaver/outdoor-cooking
- Propane Education & Research Council – Grilling Performance www.propane.com



**POWERFUL. RELIABLE.
ALWAYS READY.**

Natural gas grills bring the power, performance, and convenience homeowners want—without compromise.

MYTH:

Gas stoves are outdated and difficult to use.

FACT:

Gas stoves and cooktops remain popular because they provide instant heat, precise temperature control, and reliable cooking performance. Many chefs and homeowners prefer gas cooking for its responsiveness and ability to continue operating during many power outages.



INSTANT HEAT CONTROL

Adjust the flame instantly for precise temperature control and perfect results every time.



DEPENDABLE PERFORMANCE

Cook with confidence—gas stoves and cooktops deliver consistent heat, even during power outages.



BUILT-IN SAFETY FEATURES

Flame failure devices and other safety features help protect what matters most.



EFFICIENT & RESPONSIBLE

Natural gas is a clean-burning, efficient energy that helps reduce overall environmental impact.



TRUSTED IN MILLIONS OF HOMES

A proven choice for families and chefs alike—loved for its reliability, performance, and value.

SOURCES:

- U.S. Department of Energy – Energy Saver: Natural Gas Cooking energy.gov/energysaver/natural-gas-cooking
- Consumer Reports – Gas vs. Electric Ranges consumerreports.org/appliances/gas-vs-electric-ranges
- American Gas Association – Benefits of Natural Gas Appliances aga.org/natural-gas/why-natural-gas
- National Fire Protection Association (NFPA) – Gas Cooking Safety nfpa.org/Public-Education/By-topic/Appliances/Gas



COOK WITH CONFIDENCE. ANYTIME. ANYWHERE.

Natural gas cooktops deliver the control and reliability you need—every day, even when the power is out.

MYTH:

Gas dryers waste more energy than electric dryers.

FACT:

Gas dryers use less energy to produce heat, which can help lower energy costs over time.



QUICK DRYING

Powerful gas heat dries clothes faster, so you can get more done in less time.



REDUCES STATIC & WRINKLES

Gentle, consistent heat helps reduce static cling and wrinkles for smoother, more comfortable clothes.



ENERGY EFFICIENT

Gas dryers can dry up to 2 loads in the time it takes an electric dryer to dry just 1.



RELIABLE PERFORMANCE

Built to deliver consistent, dependable drying loads after load.

BETTER DRYING. BETTER RESULTS.

- DRIES HEAVY LOADS AND BULKY ITEMS WITH EASE
- PERFECT FOR FAMILIES AND BUSY HOUSEHOLDS
- LEAVES CLOTHES SOFT, DRY AND READY TO WEAR

SOURCES:

- U.S. Energy Information Administration (EIA) – Natural Gas Benefits www.eia.gov/energyexplained/natural-gas
- U.S. Department of Energy – Energy Saver: Clothes Dryers www.energy.gov/energysaver/articles/energy-saver-clothes-dryers
- American Gas Association (AGA) – Gas Appliances www.aga.org/gas-appliances
- Natural Gas Information – Benefits of Natural Gas www.naturalgasinfo.org



COMFORT. CONVENIENCE. COUNT ON NATURAL GAS.

Gas dryers provide the fast, efficient drying performance you need—with the everyday savings and comfort you deserve.

MYTH:

Traditional safety mailers are enough to reach everyone.

FACT:

Safety communication continues to evolve with each generation. While printed mailers remain important, younger audiences may respond more effectively to:



SOCIAL MEDIA
SAFETY VIDEOS



QR CODES



TEXT ALERTS



MOBILE-
FRIENDLY
RESOURCES



INTERACTIVE
ONLINE
EDUCATION

MYTH:

Natural gas safety education is only for adults.

FACT:

School programs and community training help build lifelong awareness about energy safety and the role natural gas plays in everyday life. Early education helps students and families better understand safe energy usage in homes and communities.

TOPICS OFTEN COVERED INCLUDE

- RECOGNIZING THE SMELL OF NATURAL GAS
- PIPELINE AWARENESS
- CARBON MONOXIDE SAFETY
- SAFE DIGGING PRACTICES
- ENERGY CONSERVATION
- EMERGENCY RESPONSE PROCEDURES



DIFFERENT CHANNELS.
NATURAL GAS SAFETY FOR *EVERYONE*.

Using both traditional and digital communication helps ensure natural gas safety information reaches customers of all ages.

MYTH:

Natural gas is only used for heating homes.

FACT:

Natural gas supports critical industries and products that people rely on every day. It's a vital part of the energy and manufacturing value chain that fuels our economy and everyday life.



ELECTRICITY GENERATION

Reliable power for homes, schools, hospitals, and businesses.



FERTILIZER PRODUCTION

Essential for modern agriculture and food production.



STEEL MANUFACTURING

Supports construction, transportation, and infrastructure.



DATA CENTERS & AI TECHNOLOGY

Helps power the growing energy demands of artificial intelligence and cloud computing.



HEALTHCARE

Used in hospitals, pharmaceutical production, sterilization, and medical manufacturing.

EVERYDAY PRODUCTS CONNECTED TO NATURAL GAS

- MEDICINES
- CLOTHING FIBERS
- CLEANING PRODUCTS
- ELECTRONICS
- PACKAGING MATERIALS
- PLASTICS
- PAINTS

SOURCES:

- American Gas Association (AGA) – Natural Gas Uses www.aga.org/natural-gas-101/uses/natural-gas-uses
- American Iron and Steel Institute – Steel and Energy www.steel.org/steel-technology/steel-facts
- U.S. Energy Information Administration (EIA) – Natural Gas Explained www.eia.gov/energyexplained/natural-gas/
- U.S. Department of Energy – Natural Gas in the Industrial Sector www.energy.gov/eere/amo/articles/natural-gas-industrial-sector
- Fertilizer Institute – Natural Gas and Fertilizers www.tfi.org/natural-gas
- American Chemistry Council – Products Made Possible by Natural Gas www.americanchemistry.com/chemistry-in-america



POWERING THE INDUSTRIES. FUELING THE PRODUCTS.

Natural gas is an important part of the energy and manufacturing value chain that supports modern life.

MYTH:

Once a gas appliance is installed, it takes care of itself.

FACT:

Natural gas appliances are designed with advanced safety features, but safe use and regular maintenance are key to keeping your home and family protected.



PROFESSIONAL INSTALLATION

Have all gas appliances installed by a licensed professional and follow local codes.



INSPECT REGULARLY

Visually check appliances, vents, and connections regularly for any signs of wear or damage.



KEEP VENTS CLEAR

Ensure all vents and flues are clear of debris, snow, or obstructions.



KNOW THE SIGNS

If you smell gas (a rotten egg odor), hear a hissing sound, or see a problem, act right away.



ENSURE PROPER VENTILATION

Use gas appliances in well-ventilated areas and never block air openings or vents.



SCHEDULE ANNUAL MAINTENANCE

Have a qualified technician inspect and service your system every year for peak performance.

SOURCES:

- American Gas Association (AGA) – Gas Appliances
www.aga.org/gas-appliances
- U.S. Department of Energy – Heating & Cooling
www.energy.gov/energysaver/heating-and-cooling
- National Fire Protection Association (NFPA) – Gas Safety
www.nfpa.org/Public-Education/By-topic/Gas-and-Oil
- Natural Gas Information – Safety & Education
www.naturalgasinfo.org/safety



SAFETY IS ALWAYS IN SEASON.

A few simple habits can help ensure your natural gas appliances keep your home safe, comfortable, and efficient—every day.