

# Spring Brook Ice & Fuel marks 100 years

By CHARLES PAULLIN  
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NEW BRITAIN — Spring Brook Ice & Fuel is celebrating a century of service while continuing to provide quality work and superior customer service to maintain its success.

“Our forte — having our stake in the ground here for 100 years — we really try to provide personal service,” said Greg Stafstrom, who first got involved with the com-

pany when he was 16. He took charge of the business from the Groth family, who succeeded the founding Doerr family. “We have generations of customers who do business here.”

Located at 19 Woodland St., the heating oil, ice and dry ice provider has been serving New Britain since it started in 1918. It also serves Berlin, Plainville and Newington, along with Southington, Bristol, Farmington Valley and even West Hartford communities.

The full-service oil company offers a variety of heating oil programs to fit the needs of individual customers, including budget and price protection plans; 24-hour emergency service; oil tank insurance; oil and gas heating and hot water system upgrades; automatic fuel deliveries; and online bill



payment. They offer a “Guaranteed Value Plan” that ensures customers pay a lower price for heating oil in a rising market.

“Whether it is making sure that oil gets delivered in a snowstorm, no matter what the weather might be, we’re reliable when it comes to that,” said Stafstrom. “Responsiveness after hours when somebody has no heat ... we’re calling them right back and responding in a timely manner.”

Along with the familiar and service-savvy licensed and insured

technicians and friendly office staff, the company offers “state-of-the-art” oil storage facilities and upgraded equipment and a fleet of vehicles.

The business recently received the Connecticut Energy Marketers Association 2017 Marketer of the Year award. CEMA President Christian Herb and Chairman Craig Snyder said, at the time, Stafstrom had made significant contributions to the oil industry in the state and deserved to be recognized with the industry’s highest award.

Spring Brook also distributes packaged ice to more than 300 convenience and liquor stores in the area.

The dry ice is sold to local hospitals, manufacturing firms and individuals who use it for a variety of reasons, including shipping perishable items long distances and keeping food fresh on

camping trips. They first started in the ice industry by harvesting it from Martha Hart Pond.

“We kind of have the best of both worlds, two seasons,” Stafstrom said.

Throughout the year, Spring Brook Ice & Fuel offers tips such as April being a great month to think about a heating system or hot water upgrade, and tries to give back to the community. The New Britain-Berlin Rotary Club, the YWCA and CCARC are some of the local organizations Stafstrom helps.

In the years to come, Stafstrom said attracting new customers, and smaller heating and oil companies, is the mission, to help achieve continue longevity. Hosting community events and a possible scholarship may also be coming down the road.

“As we embark on our

100th year of business, we want to thank everyone in our local community for supporting us for so long,” said Stafstrom. “We take great pride in our business, as we always want to keep our customers comfortable during all season with dependable service.”

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