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Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency is excited to announce plans and materials for the 2018 ENERGY STAR water heater promotion, “Upgrade Now. Warm Up to Savings.” Given the big savings opportunity associated with electric heat-pump water heaters combined with low penetration of this technology among home owners, this year’s promotion will focus on raising awareness about all the benefits associated with ENERGY STAR certified heat-pump models, including:

- Savings of more than 50% in energy costs—up to \$3,500 lifetime savings for a family of four. Even more savings with rebates sponsored by local energy-efficiency programs.
- Performance you can trust. ENERGY STAR heat pump water heaters are independently certified to deliver energy savings and help protect the environment.

In 2018, the centerpiece of the promotion will be the new, mobile-friendly, ENERGY STAR Water Heater Replacement Guide (energystar.gov/waterheaterguide)—a tool that guides the user through a simple check list to see if a heat-pump water heater is right for their home. We are also putting the finishing touches on a new “Water Heater Finder” tool that in addition to providing home owners access to ENERGY STAR models and available rebates, will also provide them easy access to an installer in their area that is well-versed in heat pump technology. Considering that many consumers looking to replace their water heaters are under duress, finding a model that can be quickly installed ends up being a key criterion in the decision-making process.

The ENERGY STAR Water Heater Replacement Guide and the Water Heater Finder will complete the existing suite of materials available to support your water heater promotion efforts on the ENERGY STAR Marketing Materials web page. These materials, addressing both electric and gas water heaters, include:

- Retail POP templates

Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through **4** simple installation considerations to figure out if a heat pump water heater is right for your home.

GET STARTED

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.

- Digital media assets, including online / social web buttons, digital graphics, and educational content
- Ask the Expert educational video

Get Materials

In addition, we are planning to introduce an educational video about the Guide and how to use it. The video should be available on the Marketing Materials web page this summer for your use.

This will be our third year promoting ENERGY STAR certified water heaters, and we continue to build on our collective successes. Last year, native article placements through Brandpoint and NAPS, as well as paid search and Facebook boosting, resulted in a total of more than 230 million impressions and 17,000+ web page views during the promotional period.

Starting in September 2018, our plan is to continue the momentum with Facebook, YouTube, and Google Display Network outreach dedicated to the promotion of the ENERGY STAR Water Heater Replacement Guide and Water Heater Finder, targeting new home buyers in active partner markets. Our goal is to continue to reduce barriers and increase adoption of this very effective and highly energy-efficient water heater technology. We look forward to your participation, and, as always, let us know how we can be of assistance as you plan your own marketing activities.

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov today.



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