



WATER HEATING

Rheem Water Heating

ENERGY STAR Partners Meeting

Connecting the Dots: Supply Chain Integration Panel Discussion

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Presented by Chuck Rohde

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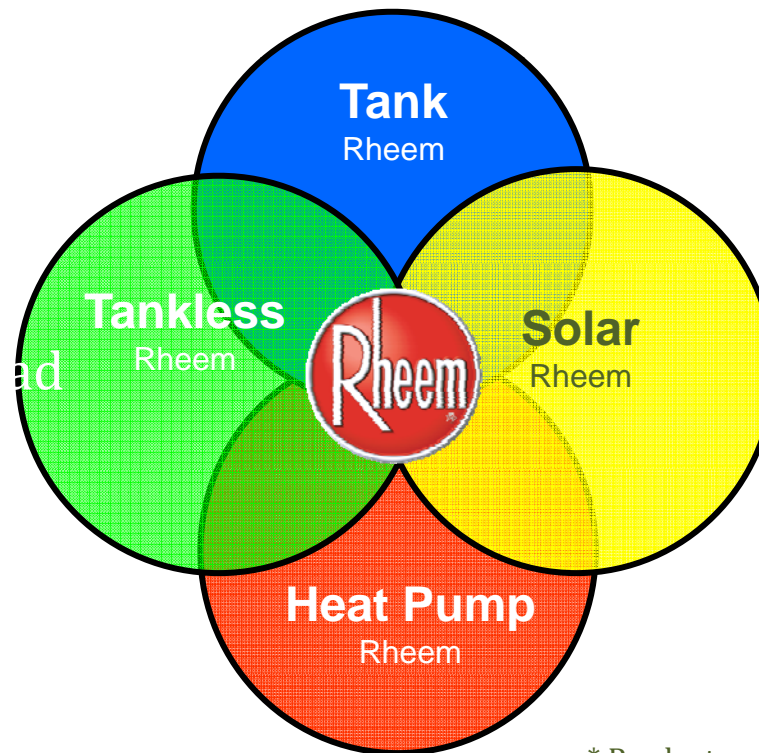


RHEEM WATER HEATING | RHEEM.com



Rheem Market Position

Rheem manufactures high-quality tank, tankless, solar, and heat pump water heating solutions.



* Products made in China



ENERGY STAR Water Heating

ENERGY STAR RESIDENTIAL WATER HEATER PRODUCT CLASSES				
Water Heating Category	Energy Factor	First Hour Rating	Warranty Period	Product Category Requirements
Gas Storage (Ending 8/31/2010)	$EF \geq 0.62$	$FHR \geq 67$ gallons / hr	Warranty ≥ 6 years on sealed system	A nominal input of 75,000 BTU/hour or less and a rated storage volume from 20 to 100 gallons
Gas Storage (Beginning 9/01/2010)	$EF \geq 0.67$	$FHR \geq 67$ gallons / hr	Warranty ≥ 6 years on sealed system	A nominal input of 75,000 BTU/hour or less and a rated storage volume from 20 to 100 gallons
Heat Pump Water Heater	$EF \geq 2.0$	$FHR \geq 50$ gallons / hr	Warranty ≥ 6 years on sealed system	A maximum current rating of 24 amperes, voltage no greater than 250 volts, and a transfer of thermal energy from one temperature to a higher temperature level for the purpose of heating water. Unit must "integrated" or "drop in" configuration.
Whole-Home Gas Tankless	$EF \geq 0.82$	$GPM \geq 2.5$ over a 77°F rise	Warranty ≥ 10 years on heat exchanger and 5 years on parts	A nominal input of over 50,000 BTU/hour up to 200,000 BTU/hour and a rated storage of 2 gallons or less
Solar Water Heaters	$SF \geq 0.50$	N/A	Warranty ≥ 10 years on solar collector, 6 years on storage tank, 2 years on controls, and 1 year for piping and parts	OG-300 rating from the SRCC



Plumber Adoption of ENERGY STAR

- Most consumers are price conscious, focused on the installed cost and a fast water heater replacement.
- To most plumbers, time is money...get in and get out.
- Knowledge of the available consumer tax credits,
 - It takes time to understand and stay up to date on these programs



Success Story

- Municipal utility incentive for installation of ENERGY STAR product category
 - Local wholesaler and manufactures rep. identified plumbers with success selling product category
 - Jointly developed consumer selling story
 - Wholesaler increased inventory of product category
 - Quadrupled sales of product category since implementation of incentive



Keys to Success

- Plumbers that are successful selling ENERGY STAR water heaters
 - Know their market and what products will sell
 - Know/understand available incentives
 - Stock or have fast access to the right products
 - Relationship with a wholesaler that knows the market and stocks the right products



Questions?

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