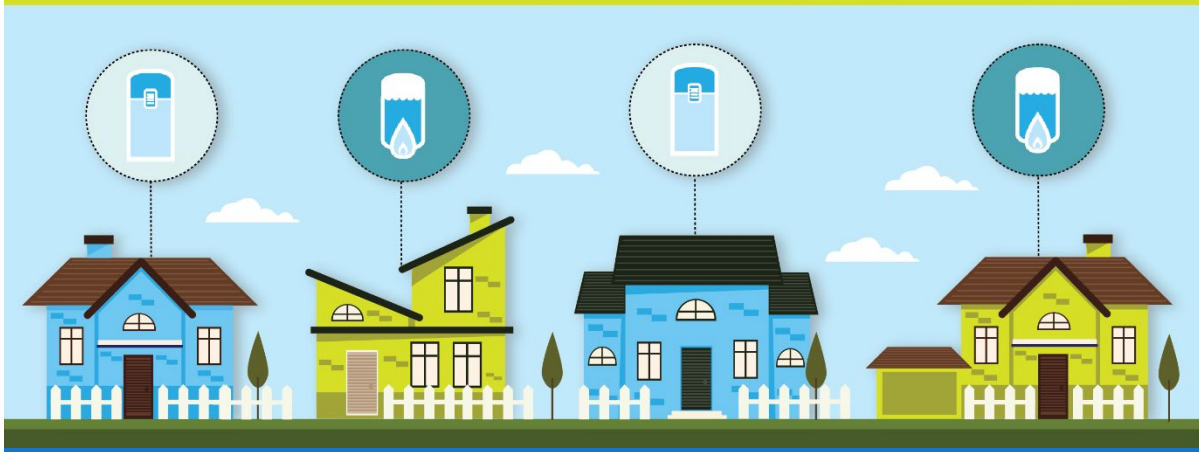


WATER HEATING NEWSLETTER



Spring 2021

Greetings

Dear ENERGY STAR partners and industry colleagues,

ENERGY STAR has a number of exciting updates to share regarding new and ongoing activities that are driving the transition to high efficiency in the water heating space. Please enjoy the following newsletter from ENERGY STAR.

Sincerely,

[Nathaniel Jutras](#)

Spring Newsletter

- [ENERGY STAR v4.0 Water Heater Specification Finalized](#)
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ENERGY STAR V4.0 Water Heater Specification Finalized

A family of four can save up to \$425 per year with an ENERGY STAR Version 4.0 electric heat pump water heater.



EPA is pleased to announce that the [Version 4.0 ENERGY STAR Water Heater Specification](#) has been finalized.

Utility partners utilizing the ENERGY STAR specification will benefit from the improved energy savings of products available on the market today. Version 4.0 reflects these higher savings among other notable updates.

Bigger Savings: The savings associated with this specification revision are significant at the product level and nationally. A water heater that meets the new ENERGY STAR requirements can **save up to \$425 per year** for a family of four, compared to a standard electric resistance water heater. If all electric water heaters sold in the US met ENERGY STAR requirements, the energy cost savings would grow to \$8 billion per year, and 150 billion pounds of greenhouse gas emissions would be prevented.

Innovative Technologies: The Version 4.0 specification is tracking new market developments and was modified to include three new innovative technologies: split systems and 120V models and grid-connectivity. 120V models are expected to become available later in 2021 in markets traditionally reliant on natural gas for water heating. Connected products offer ability to shift electrical load for grid stability without sacrificing consumer performance and offer consumer amenities. Version 4.0 also recognizes the importance that split system models play in growing the market for efficient water heating products.

[Eligible water heaters can be certified to the V4.0 specification effective April 5, 2021. Version 3.0 will be discontinued altogether on January 5, 2022.](#)

Learn more [here](#).
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Celebrate Earth Day with ENERGY STAR

Join ENERGY STAR in amplifying our collective message and commitments to energy efficiency and green power. Media Toolkit now available!

Check out the [2021 Earth Day Toolkit from ENERGY STAR](#) – includes sample social media posts, videos, graphics, and customizable digital banners.

As we recognize the inspiring efforts of our leading partners, we encourage you to join us on Earth Day, April 22, 2021, to celebrate and amplify our collective message of commitment among your audiences. Day of engagement activities include:

- Sharing our [Earth Day video](#) on Twitter along with a post of your company's climate-protection commitments with the hashtag [#EnergyChoicesCount](#). EPA will be sharing the video on [Twitter](#) and [Facebook](#) at 8am EDT.
- Inviting your employees to take the ENERGY STAR [Climate Pledge](#) along with your own internal Earth Day celebratory message.

We look forward to celebrating Earth Day with you!
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Heat Pump Water Heater Heroes: Performance Insulation & Energy Services

Part of a series from ENERGY STAR to share success stories from across the industry.

We shared a story in our Winter Newsletter about Vets Corp, a small independent installer on the East coast. While Vets Corp is busy opening a second office, the ENERGY STAR team took a (virtual) trip West. We spoke with two business managers, Preston and Blake, from Performance Insulation & Energy Services based in Portland, Oregon.

Performance Insulation has installed more heat pump water heaters than any other type for four straight years. An impressive result in a market where HPWHs make up only 3% of all residential water heater sales.

Founded in 2013, the company's mission is to provide affordable weatherization and energy services to the greater Portland and Seattle areas. They admit that the retrofit market has been challenging, while the new construction market is much more attractive. Here is what Preston told us:

“We can get the energy score higher for the same amount of work as a standard water heater. It sets us apart from the competition – larger builders are missing out because they are doing the same thing they have done for decades. We made the switch to heat pump water heaters and have used our relationship with builders to offer something new and better.”

Builders are sensitive to cost—something the industry knows well. So how does a higher priced ENERGY STAR certified HPWH overcome this hurdle? Here is what Blake suggested:

“HPWH represent a lower cost of install due to avoided gas infrastructure and avoided exhaust venting. Plus, rebates and a better energy score for the builder make this solution a winner.”



As one of the largest installers in the region, Performance said the answer is simple. Dollar-for-dollar, heat pump water heaters are the easiest way to meet higher building standards and tighter codes. Newer technicians appreciate how easy they are to install.

Finally, we asked Preston and Blake if they had advice for other companies looking to grow their business, and both emphasized the following:

“Anyone doing insulation and weatherization can easily bolt-on heat pump water heaters to what they’re doing now.”

Future growth opportunities for Performance include markets in Sacramento, CA and Boise, ID.

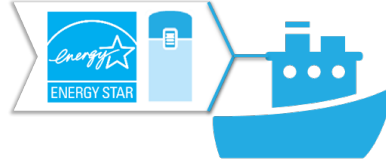
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All Boats Rise on Heat Pump Water Heaters: A Recap from the ACEEE Hot Water Forum

EPA's Nate Jutras Moderates Panel Session at the 2021 Hot Water Forum: Leveraging Supply Chain Partners to Drive Market Alignment and Customer Demand

ENERGY STAR is helping partners build alliances that will ultimately raise the tide for heat pump water heaters. This was the message delivered at the 2021 ACEEE Hot Water Forum presentation, All Boats Rise on Heat Pump Water Heaters, held on March 10th. The panel session was moderated by EPA alongside industry representatives from Northwest Energy Efficiency Alliance (NEEA) and Rheem.



Collectively, the group shared techniques for collaboration between programs and brand owners. NEEA demonstrated how ENERGY STAR's involvement helped build a stronger consumer awareness campaign by bridging the gap with product manufacturers. Rheem revealed how brand owners contribute to program success by teaming up with channel partners and getting the supply chain on board.

All partners benefit from ENERGY STAR's national platform and powerful brand awareness—product manufacturers, utility programs, retailers, and marketing teams all working in alignment towards mutual goals.

Building partnerships can be challenging. ENERGY STAR is here to help. Contact your ENERGY STAR regional account manager at eeaccountmanager@energystar.gov to learn how ENERGY STAR can help. [back to top](#)

ESMAC Progress Update

News from the ENERGY STAR Manufacturer Action Council

The ENERGY STAR Heat Pump Water Heater Manufacturers Action Council (ESMAC) has been busy! Council members have actively provided recommendations and support for a Heat Pump Water Heater national marketing strategy and related tactics. They have also contributed content to a soon-to-be released Heat Pump Technology Buying Guide for our partners. Lastly, ESMAC has provided marketing and training resources to support a uniquely collaborative Heat Pump Water Heater customer outreach campaign in partnership with NEEA. ESMAC also finalized a comprehensive process to attract, train and qualify their installation partners who are then highlighted in the ENERGY STAR Installer Finder. In April, the council welcomed its newest member, Mitsubishi Electric. ENERGY STAR will continue to pursue industry partners who seek the collective value ESMAC offers to optimize their HPWH program strategy and results. Please contact your ENERGY STAR Clean Energy Team Account Manager to explore additional options to engage and collaborate with ESMAC.

Utility Partners: eeaccountmanager@energystar.gov

Retail and Manufacturer Product Partners: changetheworld@energystar.gov

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Layer on the Savings: Pump Up Your Water Heater Program with Added \$300 Federal Tax Credit

Join the Trifecta of Savings promotional campaign with co-branded marketing materials from ENERGY STAR



The graphic features a blue background with a white Energy Star logo in the top left corner. Below the logo is a vertical image of a water heater. To the right of the water heater, the text reads: '\$300 TAX CREDITS', '+ \$XXX REBATES', and '+ \$300 1-YEAR ENERGY SAVINGS'. Below this, it says 'HOT SAVINGS ON ENERGY STAR® CERTIFIED WATER HEATERS'. At the bottom left, there is a placeholder for a 'PARTNER LOGO'. At the bottom right, there is a blue button with white text that says 'SAVE NOW >'.

EPA will be promoting the trifecta of savings with the \$300 federal tax credit, a utility rebate, and \$300+ in annual energy savings! ENERGY STAR has developed a [suite of marketing materials](#) including social media templates that ENERGY STAR partners can utilize and co-brand to help get the message to customers. EPA's materials are ready to be used by partners now and throughout the year. These include digital display ads, tools, web buttons, and many more. ENERGY STAR Partners are encouraged to use materials as is or to mix and match to create your own look and feel.

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