



Heat Pump Water Heater Marketing Toolkit Now Available!



Dear ENERGY STAR® Partner,

The Environmental Protection Agency is pleased to update you on plans for this fall's ENERGY STAR certified heat pump water heater (HPWH) promotion. Coming off of the heels of a great celebration of heat pump technology at this year's ENERGY STAR Products Partner Meeting, we are thrilled to be activating on our goals to increase demand for heat pump water heaters – the most cost saving, efficient-electric technology in the residential market. And with an increasing number of rebate programs and federal income tax credits of up to \$2,000, 'tis the season for a strong promotion.

Building on last spring's successful HPWH promotion featuring social and banner ads touting the savings, we will bring back the strong performing influencer video featuring The Build Show's Matt Risinger, which, all told, drove more than 6 million impressions and nearly 100,000 clicks to energystar.gov. To access this year's media resources, download the [ENERGY STAR HPWH Partner Toolkit](#)

UP TO
\$2,000 + **\$XXX** + **\$5,600**
TAX CREDITS REBATES LIFETIME ENERGY SAVINGS FAMILY OF FOUR

HOTTEST SAVINGS
ON ENERGY STAR® CERTIFIED WATER HEATERS

PARTNER LOGO

SAVE NOW >

Updated customizable banner advertisement for ENERGY STAR certified HPWHs.

[Download the HPWH Marketing Toolkit](#)

Starting October 25th, we will be in markets with active HPWH incentive programs and the southeast, where the value proposition replacing mostly electric resistance water heaters is high, with a strong mix of advertising including social and digital banner ads. If you are also actively marketing HPWHs or HPWH programs, please join us throughout our four-week promotion to November 22 by tagging us [@ENERGYSTAR](#) in social media, and we will amplify your post to our followers.

Our October 25th launch date is coordinated with the Advanced Water Heating Initiative's (AWHI) Heat Pump Water Heater Day to bring both outreach activities together for more buzz. ENERGY STAR is pleased to continue this collaboration with AWHI to advance a clean energy, low-carbon future by working together to accelerate the market for ENERGY STAR certified HPWHs. For more information about this initiative, which brings together advocates, manufacturers, installers, homebuilders, and HPWH owners to showcase this super-efficient technology and spur its broad adoption, visit [HPWH Day](#).

We hope that you will seize this opportunity to engage your customers around the many benefits of HPWHs that deliver big on energy, money and environmental savings by joining us for the ENERGY STAR HPWH promotion. For more information and to share your plans to participate, please reach out to one of the contacts below:

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: vohr.jill@epa.gov

Thank you!

The ENERGY STAR Communications Team

This message was sent to you on behalf of ENERGY STAR®. Each ENERGY STAR partner organization must have at least one primary contact receiving e-mail to maintain partnership. If you are no longer working on ENERGY STAR, and wish to be removed as a contact, please inactivate your account role status in your [MESA](#) account. If you are not a partner organization and wish to opt out of receiving emails, please contact join@energystar.gov.