



# CHOOSE AN ENERGY STAR® CERTIFIED ELECTRIC STORAGE WATER HEATER

The simple  
choice for  
energy  
efficiency.



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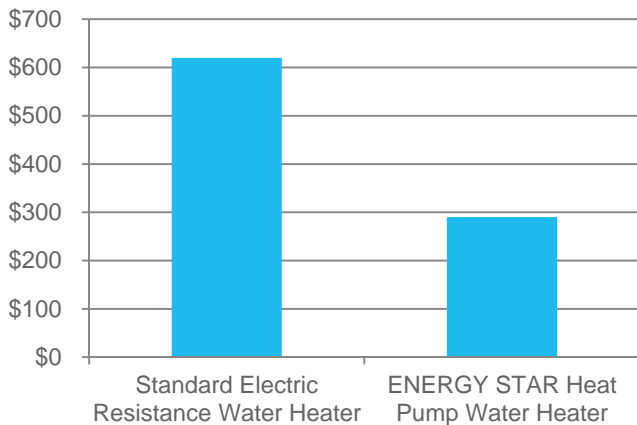
## Soak In The Savings!

Electric storage water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and help prevent climate change. In fact, they:

- Use less than half the energy of a standard electric storage water heater
- Can save a four-person household \$330 per year in energy bills

To improve efficiency, ENERGY STAR certified electric storage water heaters use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water. They are referred to as **heat pump water heaters (HPWHs)**.

**Figure 1: Annual Energy Costs for an Electric Storage Water Heater (4-person Family)**



### Don't Flood Your Basement!

If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified water heater BEFORE it fails.

## Take Advantage of Incentives

Many utilities offer incentives for purchasing ENERGY STAR certified HPWHs. The table below shows several examples from across the country. Check with your local utility for more details or go to [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).

**Table 1: ENERGY STAR Certified HPWH Rebates**

State	Utility	Incentive
CA		\$300
HI		\$300
MA		\$750
ME		\$750
NH		\$500-600
WA		\$500

## Save Thousands of Dollars

An ENERGY STAR certified HPWH can save a four-person family \$3,400 over its lifetime and will pay for its additional cost in two years.

**Table 2: ENERGY STAR HPWH Savings Based on Household Size**

Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$160	4.9	\$1,340
3	\$250	3.2	\$2,400
4	\$330	2.4	\$3,470

Assumes: Electricity Rate of 12 cents/kWh;  
Incremental cost = \$800; 13-year lifespan

*ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).*