



SOAK IN THE SAVINGS

CHOOSE AN ENERGY STAR® CERTIFIED ELECTRIC STORAGE WATER HEATER AND SAVE THOUSANDS OF DOLLARS

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



★ 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

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)**.

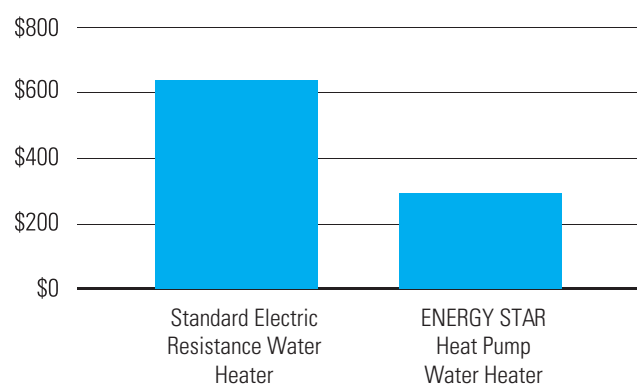
TAKE ADVANTAGE OF UTILITY INCENTIVES

Many utilities offer incentives for purchasing an ENERGY STAR certified HPWHs. The table below shows several examples from across the country. Go to www.energystar.gov/rebate-finder to determine your incentive.

State	Utility	Incentive
CA		\$500
GA		\$250
HI		\$200
MA		\$750
ME		\$500
NH		\$1,000
WA		\$500

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.

ANNUAL ENERGY COSTS FOR AN ELECTRIC STORAGE WATER HEATER (4-PERSON FAMILY)



SAVE THOUSANDS OF DOLLARS

An ENERGY STAR certified HPWH can save a four-person family \$3,500 over its lifetime and will pay for its additional cost in two years.

ENERGY STAR HPWH Savings Based on Household Size			
Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$170	4.8	\$1,360
3	\$250	3.2	\$2,430
4	\$330	2.4	\$3,510
5	\$410	1.9	\$4,590
6	\$500	1.6	\$5,670

Assumes: Electricity Rate of \$12 cents/kWh; Incremental cost = \$800; 13 -year lifespan; no incentives.