



Quality Installation Outreach Update

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Quality Installation Working Group



Goals:

- Help HVAC contractors sell quality installations and high efficiency systems.
- Influence market to deliver proper sizing, charging and air flow, and duct sealing/repair.

What's Wrong With the Market?



- Not enough skilled technicians
- No quality assurance
- Inconsistent standard/code or enforcement
- Transaction happens in emergency situation
- HVAC sold as commodity - low price not value
- Contractors say they need to cut corners to compete
- Customers don't ask for quality installation

Proposed Strategies



- New methods to sell benefits that matter the most to consumers.
- Change message to emphasize system performance is as important as equipment efficiency.
- Support industry efforts to improve the quality of technicians.
- Simplify the installation message.
- Develop a coordinated communication plan that all stakeholders can participate in.

What Combination of Actions will Produce a Successful Solution?



- Equipment size
- Indoor coil air flow
- Refrigerant charge
- Air distribution system efficiency
- Consumer Education
- Contractor Education
- Certification
- Verification
- Incentives
- Program Requirements
- Specifications
- Codes/Standards
- Sales Tools
- Regional
 - State
 - Utility
 - Distributor
 - Contractor
- National
 - Trade Assoc.
 - Manufacturer
 - EPA
 - DOE

Working together we can achieve success.

EPA Proposed Plan



- Start with consumer education (short-term)
 - consistent national message on quality installation
- Work on materials to help contractors sell quality installation (intermediate)
- Develop infrastructure to deliver verified quality installation (long term)

Quality Installation Outreach Plan



- Consistent national message on quality installation.
- National coordinated campaign - 2005 Promotion.
- Consumer education for partners and contractors
 - “Get the Guide”
 - Recommendations for proper installation based on industry good practices.
 - Reinforce credibility of good installation practices.

We need your help to spread the word

Sales Template for Contractors



- Installation checklist concept
- EPA recommendation for installation of ENERGY STAR qualified equipment.
- Reinforce the value of a quality installation.
- Looking for comments on draft
- Plan to test with contractors and consumers



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