PUMP IT UP!

With ENERGY STAR Certified Heat Pump Water Heaters

Jill Vohr, EPA
September 7, 2018
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Table 1: ENERGY STAR Certified Electric Heat Pump Water Heater Savings Based on Household Size

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Annual Savings</th>
<th>Payback (Years)</th>
<th>Lifetime Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>$160</td>
<td>4.9</td>
<td>$1,340</td>
</tr>
<tr>
<td>3</td>
<td>$250</td>
<td>3.2</td>
<td>$2,400</td>
</tr>
<tr>
<td>4</td>
<td>$330</td>
<td>2.4</td>
<td>$3,470</td>
</tr>
</tbody>
</table>

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

Table 2: ENERGY STAR Certified Electric Heat Pump Water Heater Rebates

<table>
<thead>
<tr>
<th>State</th>
<th>Utility</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td>HI</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td>MA</td>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>ME</td>
<td></td>
<td>$750</td>
</tr>
<tr>
<td>NH</td>
<td></td>
<td>$500-600</td>
</tr>
<tr>
<td>WA</td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>
Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through 4 simple installation considerations to figure out if a heat pump water heater is right for your home.

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to $3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.

STEP 1:
CHECK YOUR ELECTRICITY SUPPLY

Heat pump water heaters require 240-volt supply.

Do you currently have an electric water heater?

| YES | NO |

Not sure if your existing water heater is electric or gas? If your water heater does not have a flue, then it is an electric water heater with a 240-volt supply (see the image in Figure 1).

Figure 1: Conventional electric water heater without flue on left and gas water heater with flue on the right (exhaust flue circled in red).
**STEP 2: CHECK FOR ACCESS TO AIR**

A heat pump water heater pulls air in from its surroundings to heat the water and discharges cold air so it needs access to plenty of air (see Figure 2).

Does your water heater location have:
- A room air temperature that is greater than 41 degrees F year-round?
- A void
- Space that is at least 190 square ft. (10 ft. x 10 ft.) or a smaller space that can be fitted with a fluorescent or ducted?

**Yes**  **No**

**STEP 3: CHECK FOR HEAD ROOM**

A heat pump water heater is a few inches to a foot taller than a conventional electric water heater and requires a certain ceiling height based on the size of the water heater—this is dependent on household size.

Does your water heater location have:
- At least a 6 ft. high ceiling for a household of 5 or less members?
- OR
- At least a 7 ft. high ceiling for a household of 6 or more members?

**Yes**  **No**

**STEP 4: CHECK FOR WATER DRAINAGE**

Heat pump water heaters require proper drainage, since—like air conditioners—they dehumidify air and produce condensate that must be removed via a nearby floor drain, or another outlet using a small condensate pump.

Does your water heater location have access to one of the following?
- Floor Drain
- Utility Sink
- Sump Pump
- Existing drain pipe / line (Figure 3)
- Outside (only for locations that are above freezing all year round)

**Yes**  **No**

**Figure 1:** Examples of existing drainage pipes.

- Basin
- Condensate line
- Overflow
- Bathtub

**Figure 2:** Pre-aspace less than 100 square feet, talk to your installer about a laminated door and ducting system.

**Figure 3:** Examples of existing drainage pipes.
RESULTS

Congratulations!
You appear to be a good candidate for a heat pump water heater.

Your water heater location:
- Has 240-volt electricity supply
- Has adequate warm air circulation.
- Has adequate ceiling height.
- Does have access to water drainage.

Be smart and plan your replacement before your old water heater fails. Visit energystar.gov/heatpumpwaterheaters for more information on models that have earned the ENERGY STAR as well as links to rebates and other special deals in your area.

DISCLAIMER: This guide is intended for educational purposes only and should not be considered definitive in terms of the suitability of your home for installation of a heat pump water heater. Please check the water heater manufacturer's installation instructions and/or a professional installer for more information.
ENERGY STAR Certified Water Heaters

Water heaters that earn the ENERGY STAR come with gas, solar or electric heat pump technology. They heat your water just like standard models but with much less energy, saving you up to $3500 over a unit's lifetime.

PLEDGE TO CHOOSE AN ENERGY STAR CERTIFIED WATER HEATER

If all residential water heaters sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly $13.4 billion each year, preventing more than 1.55 billion pounds of annual greenhouse gas emissions - equivalent to the emissions from nearly 15 million vehicles.

First Name
Last Initial
Zip Code
Email

COMPLETE YOUR PLEDGE

Disclaimer
(200) heat pump water heater installers near:

12604

SHOW INSTALLERS ➔

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to websites external to the energystar.gov domain. EXIT ➔

Provided by A.O. Smith

Installation professionals list provided by A.O. Smith

Buccheri Plumbing Service Inc.
Address:
77 Sherwood Hill Rd
North Salem, NY 10560

Visit website

Positano Plumbing
Address:
186 West St
Bristol, CT 06010

Visit website

Modern Plumbing & Heating
Address:
29 Vitti St
New Canaan, CT 06840-4824

Visit website

Solvit Home Services
2018 Water Heater Promotion

- **Tagline / Call-to-Action**
  - Upgrade Now and Warm Up to Savings
- **Objective**
  - Raise awareness of the energy-savings potential of ENERGY STAR water heaters.
  - Encourage consumers to replace their old (>10 years) water heaters with ENERGY STAR.
    - Encourage early replacement, but also provide helpful guidance for emergency replacement (particularly with heat-pump technology).
  - On a parallel track, building up program to support midstream outreach.
    - Currently working with Lowe's.
    - If interested in midstream; stay-tuned here for more!
- **Timing**
  - Late September / October
**Water Heaters: Proposed Media Mix**

- Develop 30-second video and companion display ads to raise awareness of the benefits of heat-pump water heaters and drive clicks to the new Water Heater Replacement Guide.
  - Promote via GDN video advertising and YouTube pre-roll targeting consumers most likely to have an old water heater in areas with rebates available.
  - Develop similar theme Facebook posts for boosting.
- Exploring an engaging influencer in this space to provide a testimonial on the benefits of heat pump water heaters and dispel the common barriers of cost and replacement challenges (incompatibility and hard to find an installer).
- Work with you, our Partners, to leverage these assets for further reach.
Don’t Let Your Old Water Heater Crash Your Energy Efficient Party