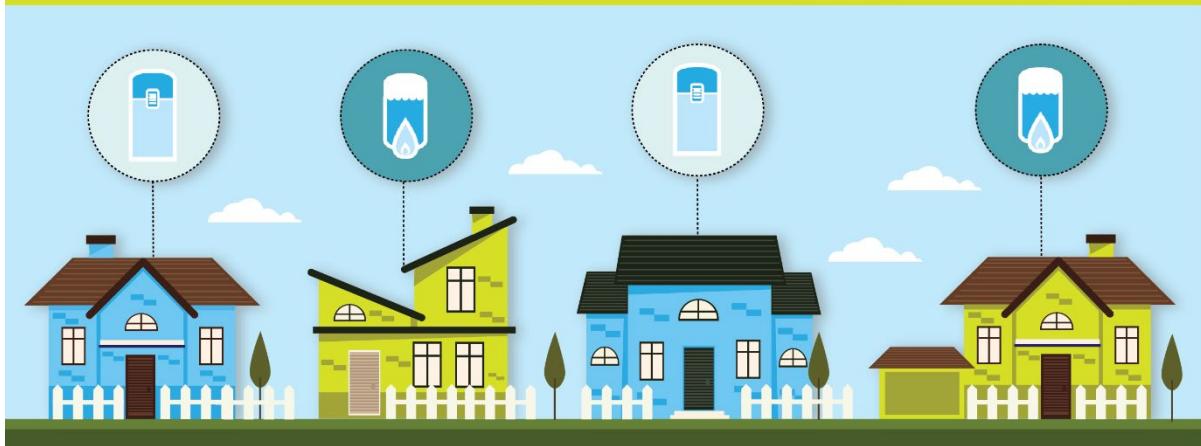


# WATER HEATING NEWSLETTER



## ENERGY STAR® Water Heater Newsletter Fall 2021

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This summer, the ENERGY STAR Heat Pump Water Heater Manufacturers Action Council (ESMAC) welcomed two new members: [Nyle Water Heating Systems LLC](#) and LG Electronics. Both members are leaders in the industry, and ENERGY STAR appreciates the contributions they've already made to the Council.

ESMAC has now positioned itself as an influential stakeholder in the newly formed Advanced Water Heating Initiative (AWHI) National Collaborative. ESMAC will play a vital role in this initiative by deploying educational material, facilitating product training, and executing new product testing. Recently, ESMAC conducted contractor training sessions hosted by ENERGY STAR partners Austin Energy and SWEPCO.

Contact ENERGY STAR to explore additional options to engage and collaborate with ESMAC.

Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)

Retail and Manufacturer Product Partners: [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

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## Partner Spotlight

### Raising Awareness in the Northwest with a Massive Consumer Campaign

**ENERGY STAR partner, Northwest Energy Efficiency Alliance, wraps up a successful consumer awareness campaign to drive demand for heat pump water heaters.**

The Northwest Energy Efficiency Alliance (NEEA) recently wrapped up an impressive consumer awareness campaign under its Hot Water Solutions brand. The campaign ran from April 1 through June 30 throughout the Northwest in partnership with Northwest utilities and energy efficiency organizations. The campaign's primary aim was to increase familiarity with electric hybrid water heaters, also known as heat pump water heaters (HPWHs), among eco-minded homeowners using digital advertisements. The secondary goal was to connect consumers with nearby retailers, installers, and utility rebates.

The ads centered around a series of six creative and professionally produced [video spots](#) that used memorable visuals and consumer-friendly language to communicate the benefits of HPWHs — including savings, efficiency and incentives — mixing in a humorously unexpected acknowledgement that water heaters aren't the most exciting things in the world.



(The tagline for the campaign was “A little boring. A lot efficient.”) In one video, a standard water heater is literally weighed against other household appliances to demonstrate its relatively heavy

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energy use; in another, a woman shows just how much a HPWH can save by pouring out a pile of coins.

These videos, along with web banners and social media posts, pointed to the campaign's landing page, [BoringButEfficient.com](https://www.boringbutefficient.com), where users could learn more about HPWHs and take action by entering their ZIP Code to see a list of retailers, installers and utility rebates available in their area.

While the campaign raised awareness of HPWHs throughout the region, Hot Water Solutions encouraged market actors to coordinate to capitalize on the heightened consumer interest. Manufacturers ensured inventory was available in all channels, utilities and distributors leveraged incentives, and installers and retailers increased their marketing and offered promotional pricing. As a result, Hot Water Solutions ran installer-, retailer- and utility-specific ads in June that complemented the overall awareness campaign with direct calls-to-action.

ENERGY STAR's involvement helped strengthen the campaign by engaging with product manufacturers. This collaborative approach was showcased at the 2021 ACEEE Hot Water Forum in the session titled, [All Boats Rise on Heat Pump Water Heaters: Leveraging Supply Chain Partners to Drive Market Alignment and Customer Demand](#).

Over three months, the campaign made more than **57 million impressions** and the videos were **viewed 13 million times**, effectively familiarizing the target audience of 6.7 million homeowners in the Northwest with HPWHs. The ads generated above average click-through rates earning nearly 100,000 visits to the landing page where users were referred to retailer, installer, and utility webpages more than 6,950 times.

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## **ENERGY STAR Heat Pump Water Heater Heroes: Northwest Installer Says Utility Partnerships are Key to Success**

**Great Northwest Installation partners with local PUDs to drive consumer awareness and increase adoption of ENERGY STAR heat pump water heaters.**

Industry partnerships and community engagement are necessary ingredients for successful energy efficiency and demand-side management programs. This is especially true for heat pump water heaters—a product with enormous untapped savings potential. ENERGY STAR recognizes and supports partners who are leading the way.

The latest success story comes from Great Northwest Installations (GNWI), a woman-owned family business based in Vancouver, Washington. GNWI is a "heat pump water heater hero" and trailblazer for the industry. GNWI partners with PUDs and community organizations to install heat pump water heaters, also known as electric hybrid water heaters. These ENERGY STAR electric water heaters make the same reliable hot water using 70% less energy than standard tanks.



GNWI began on the premise of making heat pump water heaters the default option for customers, rather than swapping out standard electric tanks like-for-like.

*"We treat them like any other water heater. We would be doing a disservice if we didn't offer it. Every standard water heater installed today locks in another 10 years of inefficient water heating."*

Borrowing from past experience, co-owner Steve Brotton recognized the importance of cultivating partnerships with utility programs, distributors, and community groups. GNWI partners with the Energy Trust of Oregon and Public Utility Districts across Oregon and Washington to create smart, effective HPWH promotions. "Our goal is educating the customer: you save energy, you save money," says Brotton. This goal aligns with utilities' interests and helps the company grow by increasing consumer awareness.

Another element that has been vital to designing winning offers is the pricing transparency GNWI provides. When setting up a promotion with a utility partner, GNWI determines a compelling flat rate to offer customers. This price is featured prominently on marketing materials and accompanied by the percent discount from the regular price. This gives customers, who may not be familiar with water heater pricing, context and motivation to take advantage of the offer and the comfort of knowing what to expect.

The benefits of this partnership include: increased consumer awareness from a trusted utility, expert installation from a trusted trade ally, and increased program participation from the community. The result is happy customers, progress toward utility goals, and growth opportunities for small businesses like GNWI.



It's proving to be a rewarding strategy for Prima and Steve Brotton.

*"Our customer experience has always been positive. We do our best to educate and work with our customers to choose the water heater that will work best for them and their homes. The more we communicate upfront, the better the experience."*

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GNWI installed over 250 HPWHs in 2020 and is on track to beat that number this year.

**Heat Pump Water Heater Heroes is a series from ENERGY STAR about an industry that's leading the transition to heat pump technology.**

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## Specification News



### ENERGY STAR Version 4 Water Heaters Coming Soon

**Improved energy savings and optional demand response capabilities will bring greater value to energy efficiency and utility DSM programs.**

Programs utilizing the ENERGY STAR specification will benefit from increased energy savings along with optional grid-connected functionality established by the latest [Version 4.0 ENERGY STAR Water Heater Specification](#).

**Bigger savings:** The savings associated with this specification revision are significant. An electric heat pump water heater earning the ENERGY STAR label will save consumers \$315 a year on average with a typical sized water heater. If all electric water heaters sold in the US met ENERGY STAR requirements, the energy cost savings would grow to \$8 billion per year, and 150 billion pounds of greenhouse gas emissions would be prevented.

**Innovative Technologies:** Version 4.0 offers the option for products to be recognized as connected with a tested ability to shift electrical load for grid stability without sacrificing consumer performance. Version 4.0 also recognizes the importance that split system models and 120V options play in growing the market for efficient water heating products.

**Timeline:** Early certification using Version 4.0 is available today for eligible water heaters, including recognition as connected. All water heaters that carry the ENERGY STAR mark will be required to meet Version 4.0 on **January 5, 2022**.

[Learn more about Version 4.0 Water Heater Specification](#)

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## Tools and Resources

### Celebrate ENERGY STAR Day on October 26, 2021

#### Partner Toolkit Available Now!

ENERGY STAR Day is October 26th, and we are looking forward to an exciting celebration with our partners who are bringing the benefits of energy savings and climate protection to all.

The [ENERGY STAR Day toolkit](#) is now ready with everything you need to participate, including instructions for our October 26th social media celebration, ENERGY STAR Day video and graphics,

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sample social posts, and customizable web/digital banners – all featuring our ENERGY STAR Day theme of *save today, save tomorrow, save for good.*

## Heat Pump Water Heater Buying Guides

### Enhance your program outreach efforts with ENERGY STAR

**CHOOSE AN ENERGY STAR® HEAT PUMP WATER HEATER**

**What is a heat pump or "hybrid" water heater and how does it work?**  
A heat pump water heater works like a refrigerator in reverse. It uses reliable technology to capture heat from the surrounding air and transfers it to the tank to make hot water.  
An ENERGY STAR certified heat pump water heater uses 70% less electricity to make the same hot water as a standard electric model.

**Heat pump water heaters come in different shapes and styles. Some models are called "hybrid" water heaters because they can switch modes to operate like a standard electric model when needed—the hybrid can switch modes for a quick boost of power. This flexibility allows hybrid water heaters to balance efficiency and performance.**

**Other models, typically called split systems, have a small unit mounted outside the house which is linked by hot water lines inside the house. These models use a heat pump to efficiently produce hot water. Split systems typically do not require an electric resistance heating element.**

**Benefits**

- Super Energy Efficient:** Heat pump water heaters make the same amount of hot water using 70% less electricity. Save 1/3 the electricity and at 1/3 the cost than conventional electric water heaters.
- Health and Safety:** Heat pump water heaters are safe and reliable. They are also easy to install because they do not require extra venting to remove exhaust gases.
- Reliability:** Heat pumps have been around for decades and are a proven, reliable technology. ENERGY STAR certified electric water heaters come with a minimum 6-year manufacturer warranty.
- Eco Friendly:** Heat pump water heaters require less energy to make the same hot water, which conserves resources and reduces greenhouse gas emissions.

**More Connected, More Flexible:** Many heat pump water heaters include some form of connectivity which means more user control and flexibility. This can include the ability to set your water heater to vacation mode to save energy, to track and monitor energy usage, and to participate in energy saving incentive programs, where available.

**Smart Investment:** Heat pump water heaters typically cost more upfront, but quickly pay for themselves with energy savings, rebates, and tax incentives.

**Uses 70% less energy and saves \$315 per year.**

Model	Average Annual Energy Cost (kWh) for ENERGY STAR Versus Standard Electric Storage Tank
Standard Electric Water Heater	\$435
ENERGY STAR Electric Heat Pump Water Heater	\$122

Source: ENERGY STAR Water Usage Tables 6. Based on 50 Gallon.

**Rebates and Tax Credits**  
The purchase cost of a heat pump water heater can be offset with rebates available from local utilities plus a \$300 federal tax credit.

**\$300 Tax Credit:** Homeowners can receive a \$300 federal tax credit for purchasing an electric heat pump water heater. Must be an existing home & your principal residence. See your contractor and utility to get ready. More information on how to apply: [Form: Tax Credits for Consumer Energy Efficiency \(2022\)](#)

State and local tax incentives may exist in your region. Check eligibility codes before making your purchase.

**ENERGY STAR** is the simple choice for energy efficiency. For more than 20 years, ENERGY STAR has led our nation's efforts for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](#).

Updated May 2021

### [2021 ENERGY STAR Heat Pump Water Heater Buying Guide:](#)

Educate customers about the significant savings and benefits of an ENERGY STAR Heat Pump Water Heater. Check out the latest buying guidance, find rebates, tax credits, and other incentives and explore the energy-efficient technology that delivers impressive savings while protecting the environment.

### [2021 ENERGY STAR Heat Pump Water Heater Sales Guide:](#)

This Sales Guide can assist your team of sales associates, contractors, and installers with overcoming common myths about heat pump technology and communicating the most compelling benefits, savings, and incentives to customers considering a water heater replacement or upgrade.

## Marketing Materials: Sweeten the Deal with a \$300 Federal Tax Credit

### Free Co-Brandable Water Heater Marketing Materials

**ENERGY STAR**

**\$300 TAX CREDITS**  
**+ \$XXX REBATES**  
**+ \$300 /YEAR ENERGY SAVINGS**

**HOT SAVINGS**  
ON ENERGY STAR® CERTIFIED WATER HEATERS

PARTNER LOGO

**SAVE NOW >**

EPA is promoting the trifecta of savings with the \$300 federal tax credit, a utility rebate, and \$300+ in annual energy savings! ENERGY STAR has developed a [suite of marketing materials](#) including social media templates that ENERGY STAR partners can utilize and co-brand to help get the message to customers. EPA's materials are ready to be used by partners now and throughout the year. These include digital display ads, tools, web buttons, and many more. ENERGY STAR Partners are encouraged to use materials as is or to mix and match to create your own look and feel.

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