ENERGY STAR®

Cooling Marketing Materials Toolkit

ENERGY STAR Cooling

Marketing Materials Partner Toolkit

Welcome to the ENERGY STAR Cooling partner toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.

ENERGY STAR Marks & Identifiers

- Including the ENERGY STAR mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
- Partners should always use the certification mark when referencing ENERGY STAR certified products. Partners can also use these "logo lock-ups" to indicate certification along with conveying the energy and money savings and environmental benefits of certified products with the "Cool for You & the Planet" tagline.

Link to ENERGY STAR Benefits Identifier

Link to Smart Choice Identifier

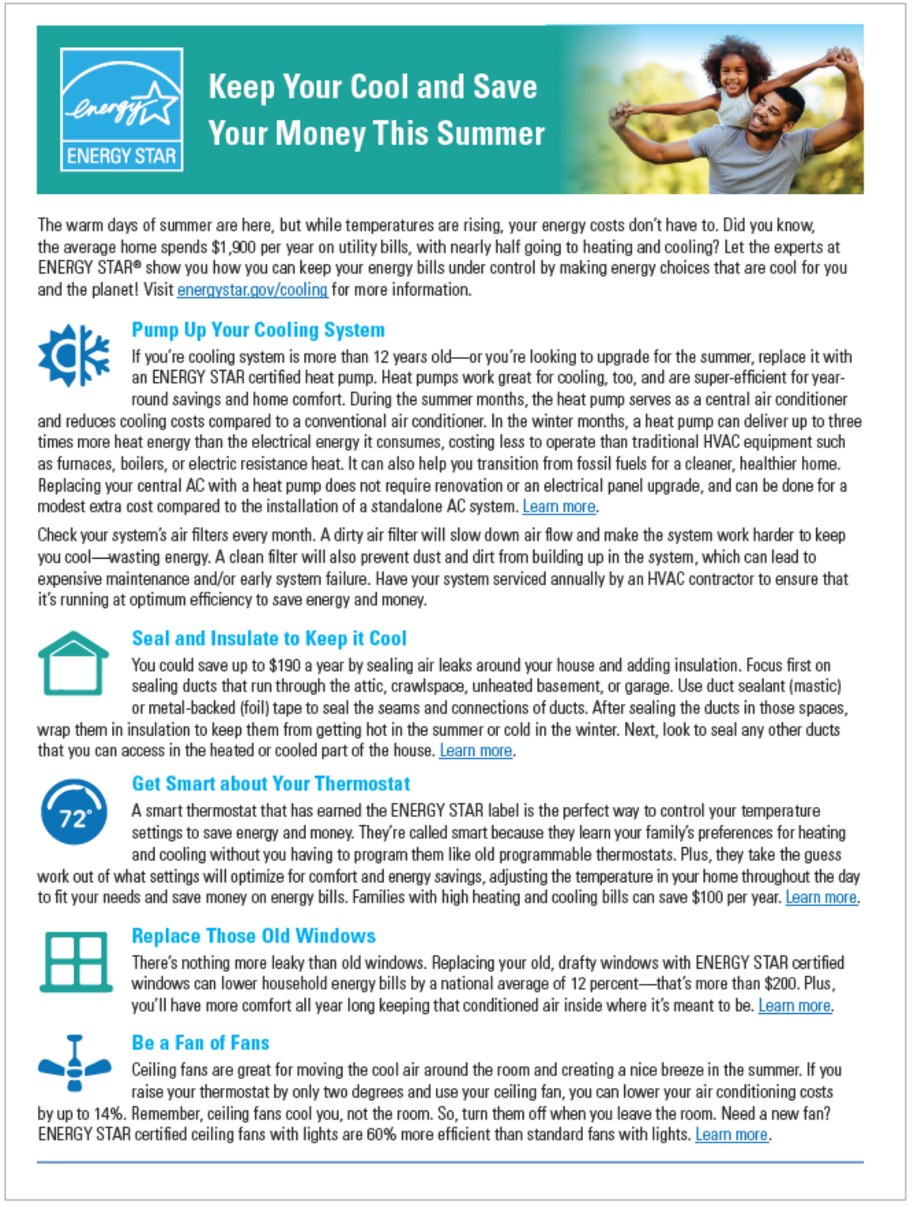
Link to Cool Choice Identifier

EPA

E-Blast Infographic

- Engage your customers and educate them on a variety of energy saving opportunities during the cooling season – from tips to ENERGY STAR certified products.
- This is ready to use as-is on your website, in an upcoming newsletter, or download and print as-is.

Link to Cooling E-Blast



Keep Your Cool and Save Your Money This Summer

The warm days of summer are here, but while temperatures are rising, your energy costs don't have to. Did you know, the average home spends $1,900 per year on utility bills, with nearly half going to heating and cooling? Let the experts at ENERGY STAR® show you how you can keep your energy bills under control by making energy choices that are cool for you and the planet! Visit energystar.gov/cooling for more information.

Pump Up Your Cooling System

If you're cooling system is more than 12 years old—or you're looking to upgrade for the summer, replace it with an ENERGY STAR certified heat pump. Heat pumps work great for cooling, too, and are super-efficient for year-round savings and home comfort. During the summer months, the heat pump serves as a central air conditioner and reduces cooling costs compared to a conventional air conditioner. In the winter months, a heat pump can deliver up to three times more heat energy than the electrical energy it consumes, costing less to operate than traditional HVAC equipment such as furnaces, boilers, or electric resistance heat. It can also help you transition from fossil fuels for a cleaner, healthier home. Replacing your central AC with a heat pump does not require renovation or an electrical panel upgrade, and can be done for a modest extra cost compared to the installation of a standalone AC system. Learn more.

Check your system's air filters every month. A dirty air filter will slow down air flow and make the system work harder to keep you cool—wasting energy. A clean filter will also prevent dust and dirt from building up in the system, which can lead to expensive maintenance and/or early system failure. Have your system serviced annually by an HVAC contractor to ensure that it's running at optimum efficiency to save energy and money.

Seal and Insulate to Keep it Cool

You could save up to $190 a year by sealing air leaks around your house and adding insulation. Focus first on sealing ducts that run through the attic, crawlspace, unheated basement, or garage. Use duct sealant (mastic) or metal-backed (foil) tape to seal the seams and connections of ducts. After sealing the ducts in those spaces, wrap them in insulation to keep them from getting hot in the summer or cold in the winter. Next, look to seal any other ducts that you can access in the heated or cooled part of the house. Learn more.

Get Smart about Your Thermostat

A smart thermostat that has earned the ENERGY STAR label is the perfect way to control your temperature settings to save energy and money. They're called smart because they learn your family's preferences for heating and cooling without you having to program them like old programmable thermostats. Plus, they take the guess work out of what settings will optimize for comfort and energy savings, adjusting the temperature in your home throughout the day to fit your needs and save money on energy bills. Families with high heating and cooling bills can save $100 per year. Learn more.

Replace Those Old Windows

There's nothing more leaky than old windows. Replacing your old, drafty windows with ENERGY STAR certified windows can lower household energy bills by a national average of 12 percent—that's more than $200. Plus, you'll have more comfort all year long keeping that conditioned air inside where it's meant to be. Learn more.

Be a Fan of Fans

Ceiling fans are great for moving the cool air around the room and creating a nice breeze in the summer. If you raise your thermostat by only two degrees and use your ceiling fan, you can lower your air conditioning costs by up to 14%. Remember, ceiling fans cool you, not the room. So, turn them off when you leave the room. Need a new fan? ENERGY STAR certified ceiling fans with lights are 60% more efficient than standard fans with lights. Learn more.

Cooling Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on the following slides.
- When drafting your post, be sure to tag ENERGY STAR
  - Twitter: @ENERGYSTAR
  - Facebook: Begin typing "@ENERGY STAR" and choose ENERGY STAR from the dropdown list; be sure to make the post public

Link to Social Media Cooling Graphics

Cooling Social Media

Sample Social Media
Heat Pumps/HVAC: Replacing your central A/C? Don't let the name fool you, ENERGY STAR certified air source heat pumps are great for cooling, too. They work by pulling the heat out of your home. Plus, you get double the benefit since they also provide efficient heating. https://www.energystar.gov/products/ask-the-experts/how-does-a-heat-pump-work
Heat Pumps/HVAC: Upgrading to an ENERGY STAR certified air source heat pump can help you transition from fossil fuels and save big on energy bills year around. ENERGY STAR has all the guidance you need to choose the heat pump system that's right for you. https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling
Heat Pumps/HVAC: Switching to an ENERGY STAR certified air source heat pump will help you save energy and money this summer and all year long by offering energy efficient cooling AND heating. Ready to make the upgrade? https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling
Heat Pumps/HVAC: When you're ready to upgrade your cooling system, ask about an ENERGY STAR certified heat pump. Heat pumps work for cooling, too, providing efficiency and energy savings all year round. Plus, there are better for the environment. Learn all the benefits of upgrading to a heat pump at https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling
Smart Thermostat: A certified smart thermostat will learn your preferences for cooling and heating without you having to lift a finger. As one of the six high-impact home improvements in an ENERGY STAR Home Upgrade, a smart thermostat will help you save on energy year-round. https://www.energystar.gov/products/energy_star_home_upgrade/smart_thermostats
Genera/Memorial Day: Memorial Day means summer is officially here- along with popsicles, sunshine, and hopefully a home that’s cool and comfortable. Check out ENERGY STAR’s cooling recommendations for products, projects, and tips to save energy while keeping your home cool all summer. www.energystar.gov/cooling

Cooling Social Media

Sample Social Media
Ceiling Fans: As it starts to get warmer, remember- ceiling fans cool people, not rooms. Make sure you turn them off when you leave the room to save energy and money. Find more cooling tips: www.energystar.gov/cooling
Room AC: ENERGY STAR Most Efficient room ACs with innovative variable speed technology save even more energy and quietly regulate the temperature, providing the energy savings you're looking for in a state-of-the-art room AC. https://www.energystar.gov/productfinder/product/certified-room-air-conditioners/results
Room AC: When choosing a room a/c, remember that bigger is not better. An oversized system removes less humidity, leaving the room feeling damp. Learn #HowTo choose the right-sized ENERGY STAR certified room A/C for maximum energy savings and comfort. #AskENERGYSTAR www.energystar.gov/products/ask-the-experts/how-to-choose-the-right-sized-window-ac

Pooches & the Planet:
Pooches/HVAC: Looking to upgrade your central AC for the dog days of summer? The hip dogs know what to do. They know that heat pumps are also “cool” pumps saving you energy and money while protecting the planet throughout all the seasons. https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling
Pooches/Room AC: This pooch is loving all the pampering she gets now that her owners are saving energy and money with their new ENERGY STAR certified room air conditioner. And it's good for the planet. What better way to spend the dog days of summer! energystar.gov/cooling
Pooches/Smart Therm: Choose an ENERGY STAR certified smart thermostat to save energy, money, and stay cool all summer. Smart for everyone, from the pooches to the planet. energystar.gov/cooling

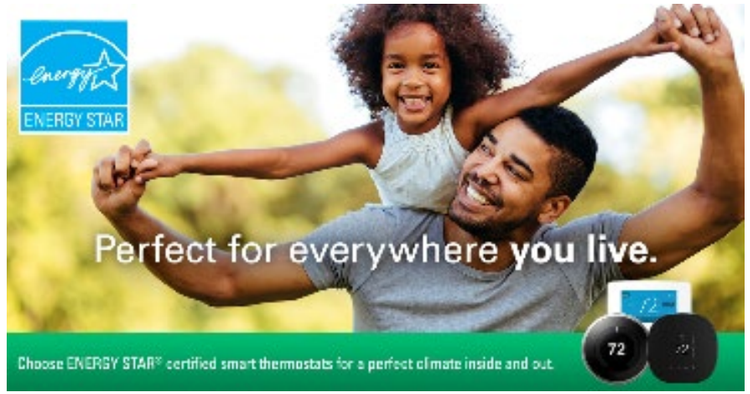
Cooling Social Media

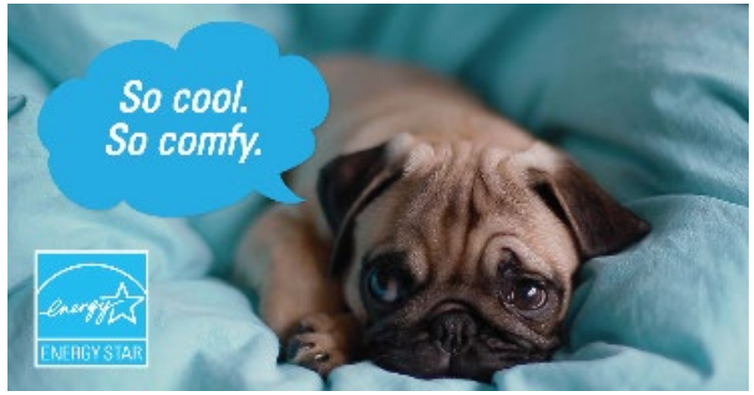
Link to Social Media Graphics

HVAC

Cooling Social Media

Smart Thermostats Link to Social Media Graphics





Cooling Social Media

Room Air Conditioners Link to Social Media Graphics

Cooling Social Media – Pooches and the Planet

Sample Social Media
Pooches & the Planet: Looking to upgrade your central AC for the dog days of summer? The hip dogs know what to do. They know that heat pumps are also “cool” pumps saving you energy and money while protecting the planet throughout all the seasons. https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling
Pooches & the Planet: This pooch is loving all the pampering she gets now that her owners are saving energy and money with their new ENERGY STAR certified room air conditioner. And it's good for the planet. What better way to spend the dog days of summer! energystar.gov/cooling
Pooches & the Planet: Choose an ENERGY STAR certified smart thermostat to save energy, money, and stay cool all summer. Smart for everyone, from the pooches to the planet. energystar.gov/cooling

Pooches and the Planet Social Videos

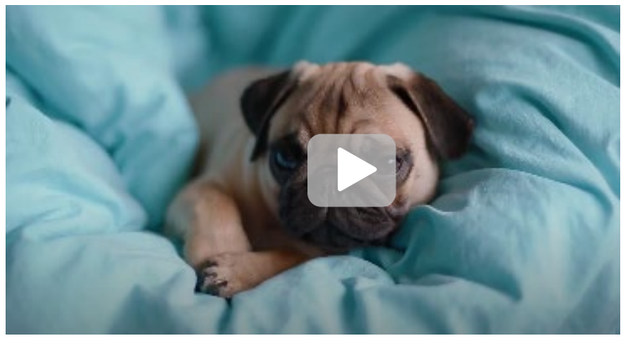
- These cute pooches are a quick way (15 seconds) to show how ENERGY STAR certified room air conditioners, smart thermostats, and HVAC equipment help their owners save money and keep everyone cool and comfortable.
- Share the video on social media or embed it on your website!

Link to Room AC Pooch Video

Link to Smart Thermostat Pooch Video

Link to Smart Thermostat Comfy Pug Video

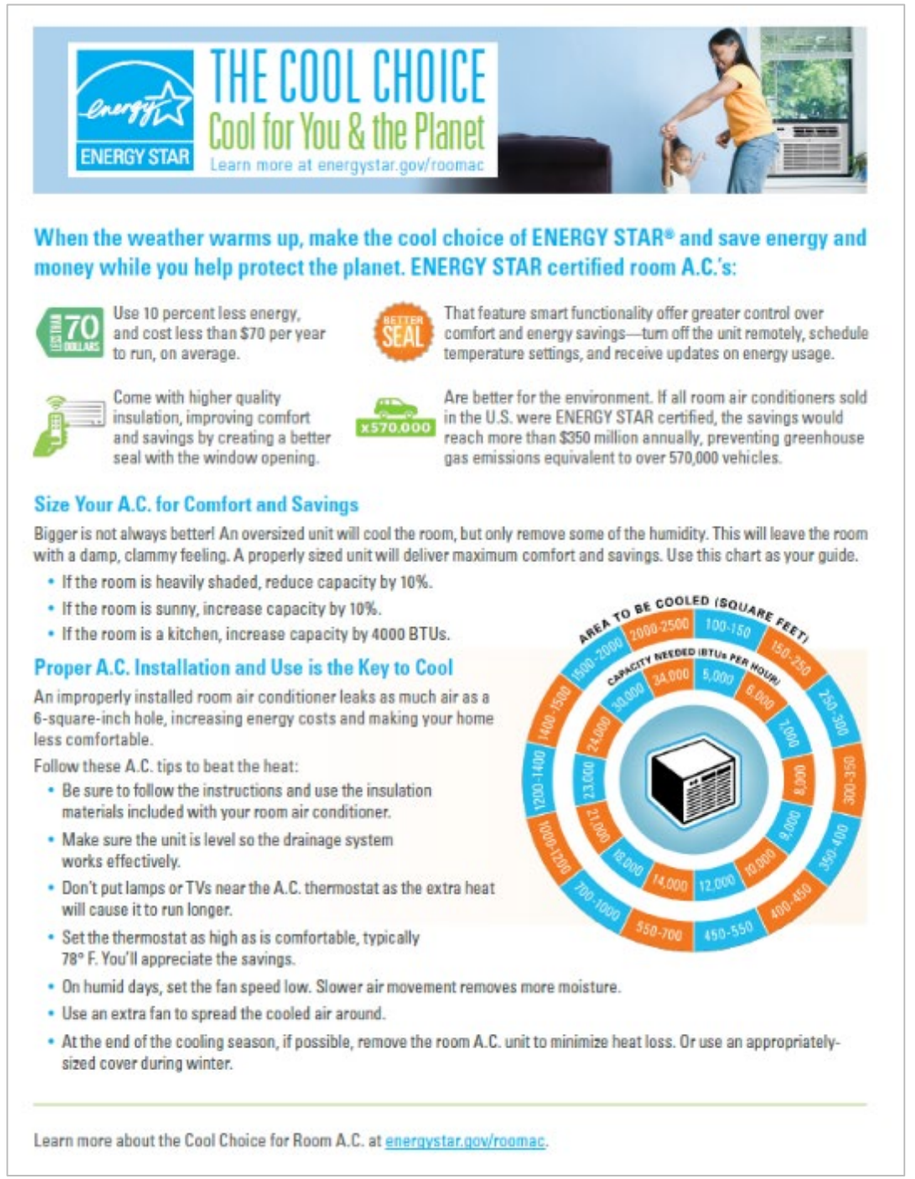
Link to HVAC Pooch Video



Room AC Fact Sheet – English

- Use the Room AC Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified room air conditioners.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to Room AC English Fact Sheet



ENERGY STAR

THE COOL CHOICE

Cool for You & the Planet

Learn more at energystar.gov/roomac

When the weather warms up, make the cool choice of ENERGY STAR® and save energy and money while you help protect the planet. ENERGY STAR certified room A.C.'s:

LESS THAN 70 DOLLARS — Use 10 percent less energy, and cost less than $70 per year to run, on average.

BETTER SEAL — That feature smart functionality offer greater control over comfort and energy savings—turn off the unit remotely, schedule temperature settings, and receive updates on energy usage.

Come with higher quality insulation, improving comfort and savings by creating a better seal with the window opening.

x570,000 — Are better for the environment. If all room air conditioners sold in the U.S. were ENERGY STAR certified, the savings would reach more than $350 million annually, preventing greenhouse gas emissions equivalent to over 570,000 vehicles.

Size Your A.C. for Comfort and Savings

Bigger is not always better! An oversized unit will cool the room, but only remove some of the humidity. This will leave the room with a damp, clammy feeling. A properly sized unit will deliver maximum comfort and savings. Use this chart as your guide.

- If the room is heavily shaded, reduce capacity by 10%.
- If the room is sunny, increase capacity by 10%.
- If the room is a kitchen, increase capacity by 4000 BTUs.

Proper A.C. Installation and Use is the Key to Cool

An improperly installed room air conditioner leaks as much air as a 6-square-inch hole, increasing energy costs and making your home less comfortable.

Follow these A.C. tips to beat the heat:

- Be sure to follow the instructions and use the insulation materials included with your room air conditioner.
- Make sure the unit is level so the drainage system works effectively.
- Don't put lamps or TVs near the A.C. thermostat as the extra heat will cause it to run longer.
- Set the thermostat as high as is comfortable, typically 78° F. You'll appreciate the savings.
- On humid days, set the fan speed low. Slower air movement removes more moisture.
- Use an extra fan to spread the cooled air around.
- At the end of the cooling season, if possible, remove the room A.C. unit to minimize heat loss. Or use an appropriately-sized cover during winter.

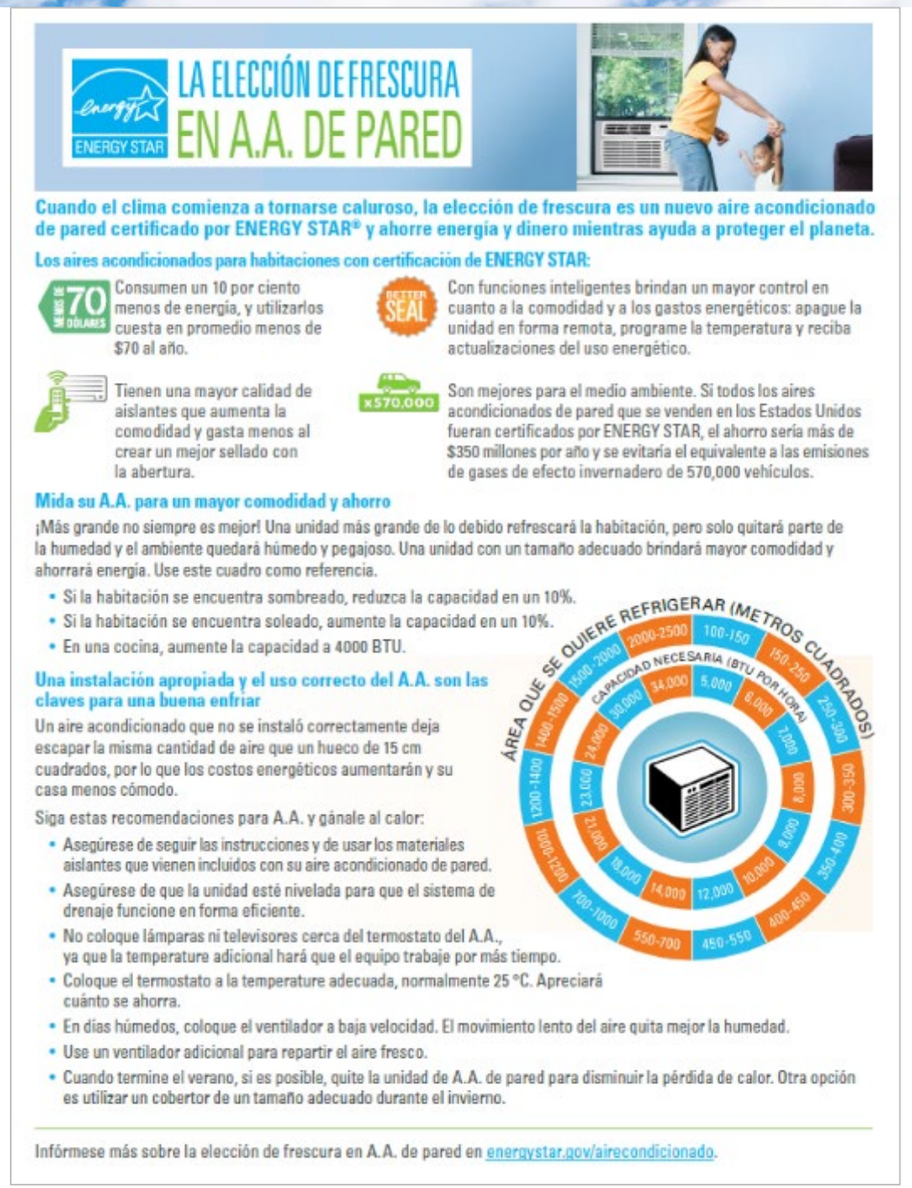
Learn more about the Cool Choice for Room A.C. at energystar.gov/roomac.

EPA

Room AC Fact Sheet – Spanish

- Use the Room AC Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified room air conditioners.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to Spanish Room AC Fact Sheet



LA ELECCIÓN DE FRESCURA EN A.A. DE PARED

Cuando el clima comienza a tornarse caluroso, la elección de frescura es un nuevo aire acondicionado de pared certificado por ENERGY STAR® y ahorre energía y dinero mientras ayuda a proteger el planeta.

Los aires acondicionados para habitaciones con certificación de ENERGY STAR:

Consumen un 10 por ciento menos de energía, y utilizarlos cuesta en promedio menos de $70 al año.

Con funciones inteligentes brindan un mayor control en cuanto a la comodidad y a los gastos energéticos: apague la unidad en forma remota, programe la temperatura y reciba actualizaciones del uso energético.

Tienen una mayor calidad de aislantes que aumenta la comodidad y gasta menos al crear un mejor sellado con la abertura.

Son mejores para el medio ambiente. Si todos los aires acondicionados de pared que se venden en los Estados Unidos fueran certificados por ENERGY STAR, el ahorro sería más de $350 millones por año y se evitaría el equivalente a las emisiones de gases de efecto invernadero de 570,000 vehículos.

Mida su A.A. para un mayor comodidad y ahorro

¡Más grande no siempre es mejor! Una unidad más grande de lo debido refrescará la habitación, pero solo quitará parte de la humedad y el ambiente quedará húmedo y pegajoso. Una unidad con un tamaño adecuado brindará mayor comodidad y ahorrará energía. Use este cuadro como referencia.

- Si la habitación se encuentra sombreado, reduzca la capacidad en un 10%.
- Si la habitación se encuentra soleado, aumente la capacidad en un 10%.
- En una cocina, aumente la capacidad a 4000 BTU.

ÁREA QUE SE QUIERE REFRIGERAR (METROS CUADRADOS)

CAPACIDAD NECESARIA (BTU POR HORA)

100-150 | 5,000
150-250 | 6,000
250-300 | 7,000
300-350 | 8,000
350-400 | 9,000
400-450 | 10,000
450-550 | 12,000
550-700 | 14,000
700-1000 | 18,000
1000-1200 | 21,000
1200-1400 | 23,000
1400-1500 | 24,000
1500-2000 | 30,000
2000-2500 | 34,000

Una instalación apropiada y el uso correcto del A.A. son las claves para una buena enfriar

Un aire acondicionado que no se instaló correctamente deja escapar la misma cantidad de aire que un hueco de 15 cm cuadrados, por lo que los costos energéticos aumentarán y su casa menos cómodo.

Siga estas recomendaciones para A.A. y gánale al calor:

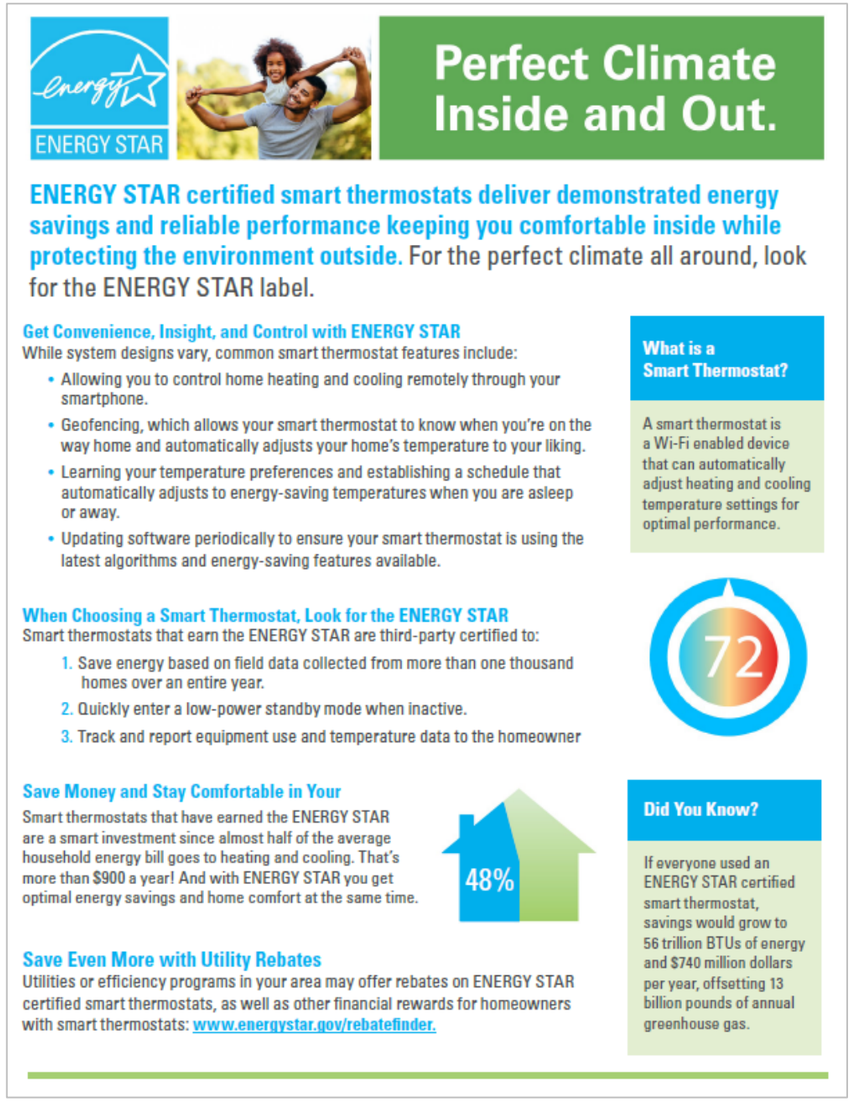
- Asegúrese de seguir las instrucciones y de usar los materiales aislantes que vienen incluidos con su aire acondicionado de pared.
- Asegúrese de que la unidad esté nivelada para que el sistema de drenaje funcione en forma eficiente.
- No coloque lámparas ni televisores cerca del termostato del A.A., ya que la temperature adicional hará que el equipo trabaje por más tiempo.
- Coloque el termostato a la temperature adecuada, normalmente 25 °C. Apreciará cuánto se ahorra.
- En días húmedos, coloque el ventilador a baja velocidad. El movimiento lento del aire quita mejor la humedad.
- Use un ventilador adicional para repartir el aire fresco.
- Cuando termine el verano, si es posible, quite la unidad de A.A. de pared para disminuir la pérdida de calor. Otra opción es utilizar un cobertor de un tamaño adecuado durante el invierno.

Infórmese más sobre la elección de frescura en A.A. de pared en energystar.gov/airecondicionado.

Smart Thermostat Fact Sheet

- Use the Smart Thermostat Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified smart thermostats.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to Smart Thermostat Fact Sheet



ENERGY STAR

Perfect Climate Inside and Out.

ENERGY STAR certified smart thermostats deliver demonstrated energy savings and reliable performance keeping you comfortable inside while protecting the environment outside. For the perfect climate all around, look for the ENERGY STAR label.

Get Convenience, Insight, and Control with ENERGY STAR
While system designs vary, common smart thermostat features include:

- Allowing you to control home heating and cooling remotely through your smartphone.
- Geofencing, which allows your smart thermostat to know when you're on the way home and automatically adjusts your home's temperature to your liking.
- Learning your temperature preferences and establishing a schedule that automatically adjusts to energy-saving temperatures when you are asleep or away.
- Updating software periodically to ensure your smart thermostat is using the latest algorithms and energy-saving features available.

What is a Smart Thermostat?

A smart thermostat is a Wi-Fi enabled device that can automatically adjust heating and cooling temperature settings for optimal performance.

When Choosing a Smart Thermostat, Look for the ENERGY STAR
Smart thermostats that earn the ENERGY STAR are third-party certified to:

1. Save energy based on field data collected from more than one thousand homes over an entire year.
2. Quickly enter a low-power standby mode when inactive.
3. Track and report equipment use and temperature data to the homeowner

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Save Money and Stay Comfortable in Your
Smart thermostats that have earned the ENERGY STAR are a smart investment since almost half of the average household energy bill goes to heating and cooling. That's more than $900 a year! And with ENERGY STAR you get optimal energy savings and home comfort at the same time.

48%

Did You Know?

If everyone used an ENERGY STAR certified smart thermostat, savings would grow to 56 trillion BTUs of energy and $740 million dollars per year, offsetting 13 billion pounds of annual greenhouse gas.

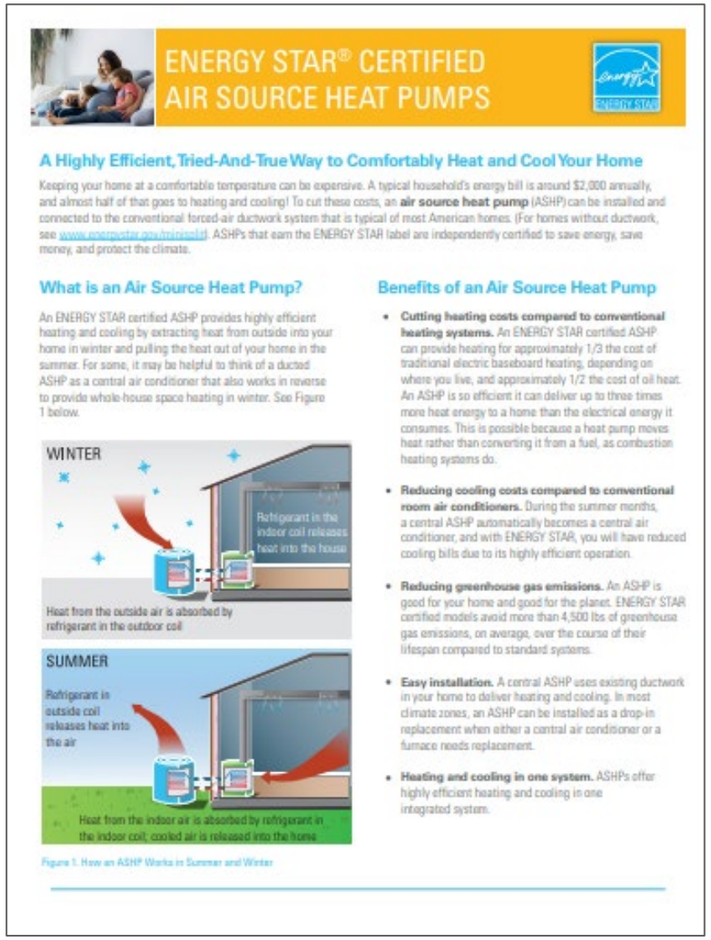
Save Even More with Utility Rebates
Utilities or efficiency programs in your area may offer rebates on ENERGY STAR certified smart thermostats, as well as other financial rewards for homeowners with smart thermostats: www.energystar.gov/rebatefinder.

EPA

Air Source Heat Pump Fact Sheet

- Use the Air Source Heat Pump fact sheet to engage your customers this heating season and educate them on the energy-saving benefits of the technology.
- The fact sheet is ready to download and print as-is or customize to incorporate your logo.

Link to Air Source Heat Pump Fact Sheet



ENERGY STAR® CERTIFIED AIR SOURCE HEAT PUMPS

A Highly Efficient, Tried-And-True Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. A typical household's energy bill is around $2,000 annually, and almost half of that goes to heating and cooling! To cut these costs, an **air source heat pump** (ASHP) can be installed and connected to the conventional forced-air ductwork system that is typical of most American homes. (For homes without ductwork, see www.energystar.gov/mini-split). ASHPs that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

What is an Air Source Heat Pump?

An ENERGY STAR certified ASHP provides highly efficient heating and cooling by extracting heat from outside into your home in winter and pulling the heat out of your home in the summer. For some, it may be helpful to think of a ducted ASHP as a central air conditioner that also works in reverse to provide whole-house space heating in winter. See Figure 1 below.

Figure 1. How an ASHP Works in Summer and Winter

Benefits of an Air Source Heat Pump

- **Cutting heating costs compared to conventional heating systems.** An ENERGY STAR certified ASHP can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, depending on where you live, and approximately 1/2 the cost of oil heat. An ASHP is so efficient it can deliver up to three times more heat energy to a home than the electrical energy it consumes. This is possible because a heat pump moves heat rather than converting it from a fuel, as combustion heating systems do.
- **Reducing cooling costs compared to conventional room air conditioners.** During the summer months, a central ASHP automatically becomes a central air conditioner, and with ENERGY STAR, you will have reduced cooling bills due to its highly efficient operation.
- **Reducing greenhouse gas emissions.** An ASHP is good for your home and good for the planet. ENERGY STAR certified models avoid more than 4,500 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.
- **Easy installation.** A central ASHP uses existing ductwork in your home to deliver heating and cooling. In most climate zones, an ASHP can be installed as a drop-in replacement when either a central air conditioner or a furnace needs replacement.
- **Heating and cooling in one system.** ASHPs offer highly efficient heating and cooling in one integrated system.

Is an Air Source Heat Pump Right for You?

Where are central air source heat pumps commonly used?

- Homes with aging and costly traditional central heat and air conditioning.
- Newly constructed homes in areas with high fuel costs.
- New high-efficiency homes, including ENERGY STAR certified homes.

What if I live in a cold climate? Many new ENERGY STAR certified ASHPs excel at providing space heating even in the coldest of climates, as they use advanced compressors and refrigerants that allow for improved low temperature performance. If you live in climate where winter temperatures regularly dip below freezing, talk to your contractor to choose an ENERGY STAR unit suited to your particular home.

Don't have duct work? If your home doesn't have existing ductwork or you are planning an addition or renovation where running ductwork will be difficult, you can still install a heat pump to heat and cool a portion of your house. See Mini Split Heat Pumps at www.energystar.gov/minisplit, sometimes referred to as Ductless Heat Pumps.

Check out the **ENERGY STAR Heating and Cooling Guide** (www.energystar.gov/HVACguide) to see if an ASHP is right for you. Learn the symptoms of aging heating and cooling equipment, calculate savings, and find product and rebate information.

Extra Savings! Air source heat pumps that earn ENERGY STAR Most Efficient recognition deliver cutting-edge energy efficiency along with the latest in technological innovation.

Take Advantage of Incentives

Air source heat pumps that earn the ENERGY STAR are eligible for a **$300 federal tax credit** if installed in a primary residence by December 31, 2020. Learn more at www.energystar.gov/taxcredits.

Many utilities offer incentives for installing ENERGY STAR certified ASHPs. Table 1 below shows several examples from across the country. Check with your local utility for more details or go to: www.energystar.gov/incentives.

Table 1: Examples of ENERGY STAR Certified Air Source Heat Pump Incentives

State	Utility	Incentive
AR/LA/TX	SOUTHWESTERN ELECTRIC POWER COMPANY	up to $2,000
MO	Ameren Missouri	$450-900
NY	Central Hudson	$800-1,600
OR	CPI CONSUMERS POWER INC.	$500-$1,500
SC	Dominion Energy	$300- $500
NJ	cleanenergy	$800-$1,000
NM	PNM	$200-$400
AR/KS/ MO/OK	Liberty Utilities	$250-$450

Mini Split Heat Pump Fact Sheet

- Use the Mini Split Heat Pump fact sheet to engage your customers and educate them this heating season and educate them on the energy-saving benefits of the technology.
- The fact sheet is ready to download and print as-is or customize to incorporate your logo.

Link to Mini Split Heat Pump Fact Sheet

ENERGY STAR® CERTIFIED MINI SPLIT HEAT PUMPS

An Ultra Efficient Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. A typical household's energy bill is around $2,000 annually, and almost half of that goes to heating and cooling! To cut these costs, an increasingly popular and highly versatile system called a **mini split heat pump** can be professionally installed to comfortably heat and cool your home. Mini split heat pumps that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

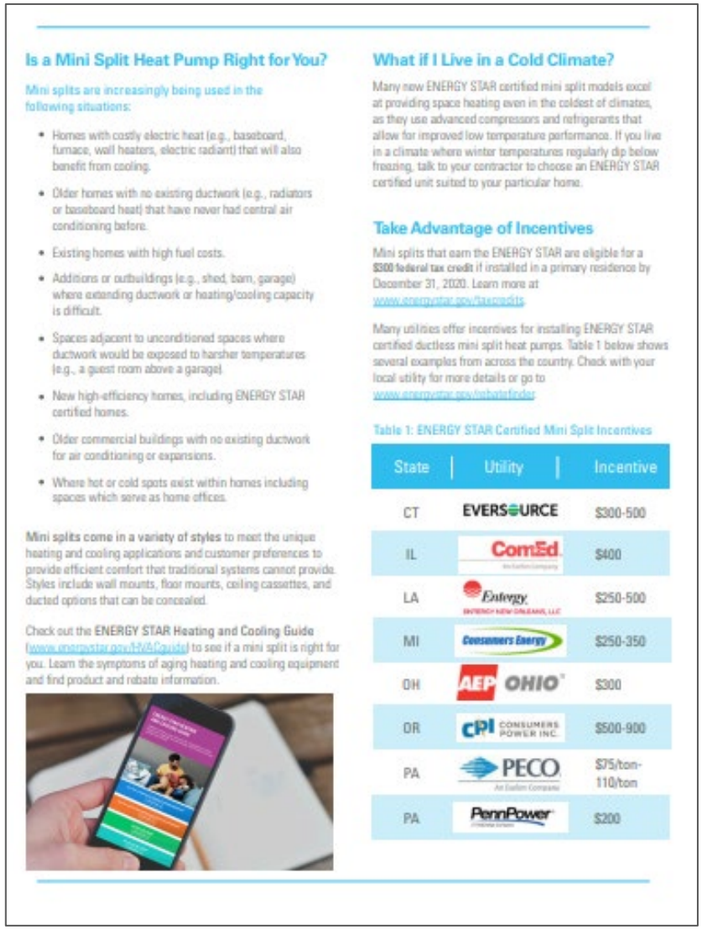
What is a Mini Split Heat Pump?

Ductless heat pumps, or mini split heat pumps, are an alternative to radiator or baseboard heating, as well as a replacement for window units for cooling. No duct work is needed. Instead, a head unit, or multiple head units, are mounted on an interior wall or ceiling, with an accompanying unit outside (Figure 1). The outside unit extracts heat from the air, even when it's cold. Refrigerant carries the heat directly to the head(s) inside, which then delivers heated air to occupied space. In warmer months, the system works in reverse for quiet, efficient air conditioning.

Figure 1. Ductless Mini Split Heat Pump Installed
Graphic courtesy of Mitsubishi Electric

Benefits of a Mini Split Heat Pump

- **Cut heating costs in half compared to conventional electric heating systems.** Because they transfer rather than generate heat, ENERGY STAR certified mini splits use up to 60% less energy than standard home electric radiators.
- **Provide quiet, high efficiency cooling.** ENERGY STAR certified mini splits use more sophisticated compressors and fans that can adjust speeds to save energy and money. They also cool directly from the unit, rather than passing through a network of fabricated ductwork, eliminating energy losses from ductwork which can account for more than 30% of a home's energy use for space conditioning.
- **Reducing greenhouse gas emissions.** A mini split is good for your home and good for the planet. ENERGY STAR certified systems used in a whole house setting avoid more than 4,500 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.
- **Heating and cooling in one device.** Mini split heat pumps offer highly efficient heating and cooling in one integrated system.
- **Easy, ductwork-free installation.** Mini splits use narrow refrigerant lines positioned outside your home to deliver heating and cooling instead of conventional central heating and cooling which requires bulky, and often expensive ductwork. Only a three-inch hole in an outdoor wall is needed for the refrigeration lines to connect the outdoor unit to the indoor unit.
- **Custom comfort anywhere in your home.** Mini splits can maintain different customized temperatures in each room through control consoles (either wall-mounted or ceiling-inserted), remote controls, and smart phone apps.



Is a Mini Split Heat Pump Right for You?

Mini splits are increasingly being used in the following situations:

- Homes with costly electric heat (e.g., baseboard, furnace, wall heaters, electric radiant) that will also benefit from cooling.
- Older homes with no existing ductwork (e.g., radiators or baseboard heat) that have never had central air conditioning before.
- Existing homes with high fuel costs.
- Additions or outbuildings (e.g., shed, barn, garage) where extending ductwork or heating/cooling capacity is difficult.
- Spaces adjacent to unconditioned spaces where ductwork would be exposed to harsher temperatures (e.g., a guest room above a garage).
- New high-efficiency homes, including ENERGY STAR certified homes.
- Older commercial buildings with no existing ductwork for air conditioning or expansions.
- Where hot or cold spots exist within homes including spaces which serve as home offices.

Mini splits come in a variety of styles to meet the unique heating and cooling applications and customer preferences to provide efficient comfort that traditional systems cannot provide. Styles include wall mounts, floor mounts, ceiling cassettes, and ducted options that can be concealed.

Check out the **ENERGY STAR Heating and Cooling Guide** (www.energystar.gov/HVACguide) to see if a mini split is right for you. Learn the symptoms of aging heating and cooling equipment and find product and rebate information.

What if I Live in a Cold Climate?

Many new ENERGY STAR certified mini split models excel at providing space heating even in the coldest of climates, as they use advanced compressors and refrigerants that allow for improved low temperature performance. If you live in a climate where winter temperatures regularly dip below freezing, talk to your contractor to choose an ENERGY STAR certified unit suited to your particular home.

Take Advantage of Incentives

Mini splits that earn the ENERGY STAR are eligible for a **$300 federal tax credit** if installed in a primary residence by December 31, 2020. Learn more at www.energystar.gov/taxcredits

Many utilities offer incentives for installing ENERGY STAR certified ductless mini split heat pumps. Table 1 below shows several examples from across the country. Check with your local utility for more details or go to www.energystar.gov/rebatefinder

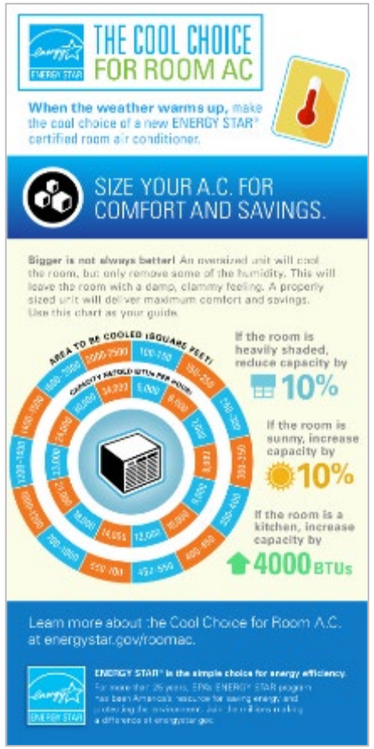
Table 1: ENERGY STAR Certified Mini Split Incentives

State	Utility	Incentive
CT	EVERSOURCE	$300-500
IL	ComEd	$400
LA	Entergy	$250-500
MI	Consumers Energy	$250-350
OH	AEP OHIO	$300
OR	CPI Consumers Power Inc.	$500-900
PA	PECO	$75/ton-110/ton
PA	PennPower	$200

The Cool Choice: ENERGY STAR Certified Room Air Conditioners Infographic - English

- Use the Room AC Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 3 individual graphics focused on each one of the key topics.
  - Topics include proper sizing, proper installation, and energy savings.

Link to Room AC Infographic



The Cool Choice: ENERGY STAR Certified Room Air Conditioners Infographic - Spanish

- Use the Room AC Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 3 individual graphics focused on each one of the key topics.
  - Topics include proper sizing, proper installation, and energy savings.

Link to Room AC Spanish Infographic

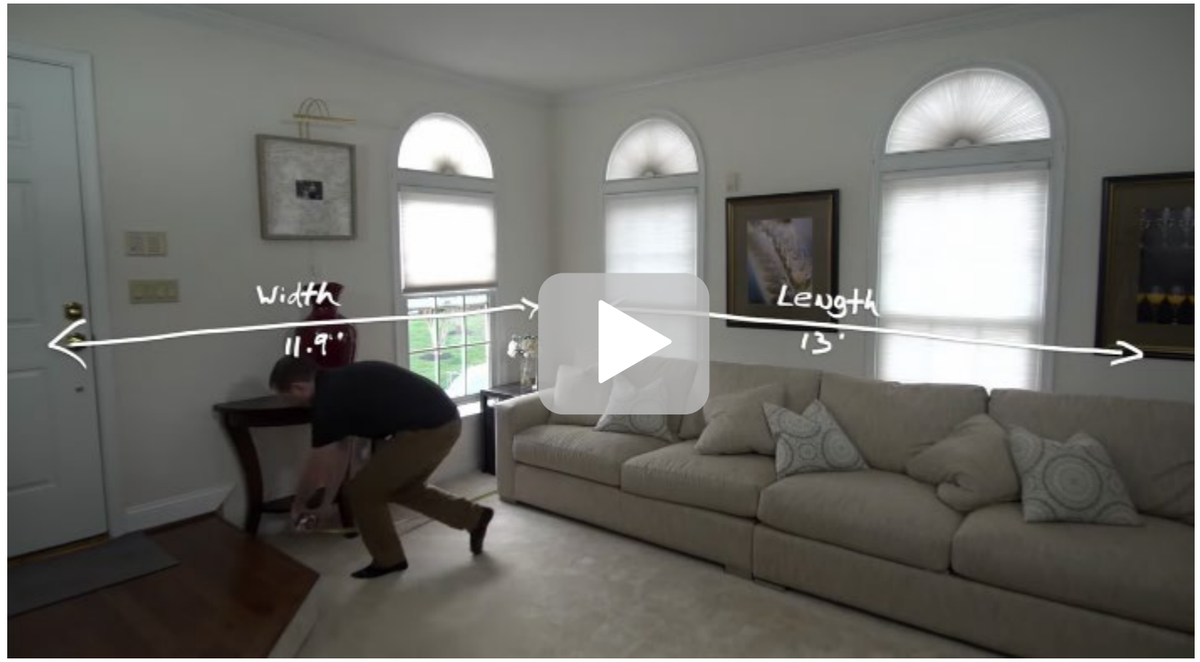
The Smart Choice: ENERGY STAR Smart Thermostats Infographic

- The Smart Choice Infographic can be integrated into your web pages to educate your audiences about the benefits of ENERGY STAR certified smart thermostats.

Link to Smart Thermostat Infographic

Ask the Expert: How to Buy a Room or Window Air Conditioner

- Learn how to buy the right room or window air conditioner for your home. Learn how to calculate the proper BTU and what features to look for when shopping; choosing the right air conditioner unit will help keep your home cool, save money and energy.
- Share the video on social media or embed it on your website!



Link to How to Buy a Room Air Conditioner Video

Questions & Additional Information

If you have questions or would like to request creative files for customization, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.
- If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.