

ENERGY STAR<sup>®</sup>

# HVAC Marketing & Materials Plan





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# ENERGY STAR HVAC Promotion

## Marketing Materials Overview

Welcome to the ENERGY STAR HVAC promotion. 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.





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## 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.



SAVE ENERGY SAVE MONEY  
Protect the Planet

Link to [ENERGY STAR Benefits Identifier](#)



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## HVAC Key Messaging

- The HVAC promotion key messaging document includes educational content and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of:
  - ENERGY STAR certified HVAC equipment
  - HVAC maintenance

Link to [HVAC Key Messaging](#)



### ENERGY STAR® Certified HVAC Equipment Key Messaging

#### Overview:

Keeping your home at a comfortable temperature can be expensive. The average American household spends \$1,900 per year on annual utility bills, with nearly half going to heating and cooling—more than \$900 a year! Cut these costs by choosing ENERGY STAR certified HVAC products.

#### Maintaining Your HVAC system.

- Check your system's air filters every month, especially during heavy-use months like summer and winter. A dirty air filter will slow down air flow, making the system work harder which wastes 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. If it's dirty, clean or replace it. At a minimum, clean or replace it every three months.
- Get an HVAC maintenance check. While changing filters is a must, there may be other things wrong with your HVAC system that wouldn't be obvious to a non-professional. 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 air ducts, especially those in your attic or crawlspace to improve your HVAC system's efficiency by as much as 10%—saving you up to \$190 a year in heating and cooling costs.
- If you need to replace your HVAC system, ask your contractor about ENERGY STAR certified units. And make sure that your new energy-efficient unit is properly installed for maximum savings.

#### Upgrading Your HVAC System

- If just one household in 10 bought heating and cooling equipment that has earned the ENERGY STAR, we would prevent annual greenhouse gas emissions of more than 7 billion pounds, which is equivalent to the emissions from nearly 700,000 cars.
- Depending on where you live, replacing your old heating and cooling equipment with equipment that has earned the ENERGY STAR can cut your annual energy bill by nearly \$140.

#### HVAC Guide

ENERGY STAR is your resource for navigating an HVAC equipment upgrade to save energy, save money, and help protect the climate. Learn the symptoms that it's time to replace your equipment, get purchase and installation guidance, find rebates, and calculate your personalized savings possibilities. [www.energystar.gov/HVACguide](http://www.energystar.gov/HVACguide)

January 2021

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).

### ENERGY STAR® Certified HVAC Equipment

When should you replace your HVAC equipment? It may be time for a change if:

- Your equipment is more than 10 years old or it needs frequent repairs and your energy bills are going up.
- Your rooms are too hot or cold. (This could also be due to inadequate air circulation, windows or insulation).
- Your system has humidity problems, excessive dust, or rooms that never seem to get comfortable. (This could also be due to poorly insulated ductwork).
- You have to leave your thermostat set at one constant temperature.

#### Learn More with Tax Credits and Rebates:

Heat pumps that are ENERGY STAR certified are eligible for a federal tax credit if installed in a primary residence by December 31, 2021. Learn more at [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits). Many states offer incentives for installing ENERGY STAR certified HVAC products. Check with your local utility for more details or go to [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).

#### Messaging:

##### Heat pumps

Should you get a heat pump (ASHP)? An ENERGY STAR certified ASHP provides highly efficient heating and cooling by extracting heat from outside air in the 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 heat pump that also works in reverse to provide whole-house space heating in the winter. It can be installed and connected to the conventional forced-air ductwork system found in most American homes.

The ENERGY STAR label are independently certified to save energy, save money, and help protect the climate. Benefits include:

- Reducing heating costs compared to conventional heating systems.** An ENERGY STAR certified ASHP can provide heating for approximately 1/3 the cost of traditional baseboard heating, depending on where you live, and approximately 1/2 the cost of a furnace. An ASHP is so efficient it can deliver up to three times more heat energy to a room than a furnace on 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.

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).



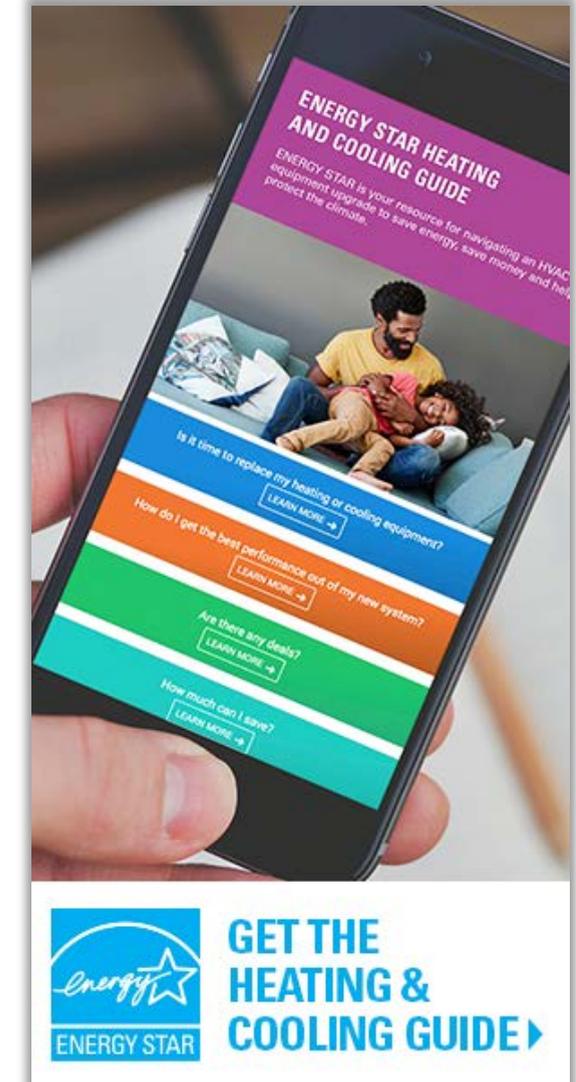


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## Heating & Cooling Guide Web Buttons

- Buttons to highlight and link to the ENERGY STAR Heating & Cooling Guide. This interactive guide can help consumers navigate an HVAC equipment upgrade. They can:
  - Learn the symptoms
  - Find purchase and installation guidance
  - Use the savings calculator
- Heating & Cooling Guide – [www.energystar.gov/HVACguide](http://www.energystar.gov/HVACguide)

Link to [HVAC Guide web buttons](http://www.energystar.gov/HVACguide)





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## 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/microsite](http://www.energystar.gov/microsite)). 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.

**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.

**WINTER**

Heat from the outside air is absorbed by refrigerant in the outdoor coil.

Refrigerant in the indoor coil releases heat into the house.

**SUMMER**

Refrigerant in outside coil releases heat into the air.

Heat from the indoor air is absorbed by refrigerant in the indoor coil, cooled air is released into the home.

Figure 1. How an ASHP Works in Summer and Winter

**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/microsite](http://www.energystar.gov/microsite), sometimes referred to as Ductless Heat Pumps.

Check out the ENERGY STAR Heating and Cooling Guide ([www.energystar.gov/HAC/Guide](http://www.energystar.gov/HAC/Guide)) 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.

**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/incentives](http://www.energystar.gov/incentives).

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/water/utility](http://www.energystar.gov/water/utility)

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

State	Utility	Incentive
AR/LA/TX	Advanced Energy Services Electric Power Company	up to \$2,000
MD	AnneArundel Electric	\$450-\$900
NY	Central Hudson	\$800-1,600
OR	CPI Consumer Power Inc.	\$500-\$1,500
SC	Dominion Energy	\$300- \$500
NJ	Delaware Valley CleanEnergy	\$600-\$1,000
NM	PNM	\$200-\$400
AR/KS/MO/OK	Liberty Utilities	\$250-\$450

**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.





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## 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 heads 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 80% 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 (<http://www.energystar.gov/1467941>) 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?**

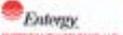
Many new ENERGY STAR certified mini split models excel at providing space heating even in the coldest of climates, as they use advanced compressors and refrigerants that allow for improved low temperature performance. If you live in a climate where winter temperatures regularly dip below freezing, talk 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/incentives](http://www.energystar.gov/incentives)

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/bestpractices](http://www.energystar.gov/bestpractices)

Table 1: ENERGY STAR Certified Mini Split Incentives

State	Utility	Incentive
CT	 EVERSOURCE	\$300-500
IL	 ComEd	\$400
LA	 Entergy ENERGY NEW ORLEANS, LLC	\$250-500
MI	 Consumers Energy	\$250-350
OH	 AEP OHIO	\$300
OR	 CPI CONSUMERS POWER INC.	\$500-900
PA	 PECO Air-Cooled Condensate	\$75/ton-110/ton
PA	 PennPower	\$200





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## HVAC Sample Social Media

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed.

Link to [Social Media Posts](#)

Link to [Social Media HVAC Graphics](#)





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## Ask the Expert: How to Stay Warm and Save Money

- As the days and nights get cooler here, now is the perfect time to get your home ready for the coldest months of the year. Let ENERGY STAR show you how to save energy, save money, and protect the environment all winter long. Use this fun video to engage your customers and educate about top heating tips and the benefits of asking for ENERGY STAR.
- Share the video on social media or embed it on your website!

Link to [Ask the Expert Heating Video](#)





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## 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](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).