

ENERGY STAR<sup>®</sup>

# Pool Pumps Marketing & Materials Plan





SAVE TODAY. SAVE TOMORROW.  
SAVE FOR GOOD.

# ENERGY STAR Certified Pool Pumps

## Marketing Materials Overview

Welcome to the ENERGY STAR certified pool pumps 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 pool pumps. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified pool pumps.



SAVE ENERGY SAVE MONEY  
Protect the Planet

Link to [ENERGY STAR Benefits Identifier](#)



MAKE A SAVINGS SPLASH  
Savings for You & the Planet

Link to [Savings Splash Identifier](#)



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## Pool Pumps Messaging

- The pool pumps 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 pool pumps across your outreach channels.

[Link to Pool Pumps General Messaging](#)



### ENERGY STAR® Certified Pool Pumps

#### Key Messages

#### ENERGY STAR Certified Pool Pumps Key Messaging:

- Certified in-ground pool pumps use up to 65% less energy than standard models and can save \$450 a year in energy bill costs.
- Certified above-ground pool pumps use about 17% less energy and save \$130 over the lifetime of the product.
- ENERGY STAR certified pool pumps run quieter and prolong the life of the pool system.
- You'll see the payback on the additional investment in an ENERGY STAR certified pool pump in less than 2 years.
- Since 2019:
  - ENERGY STAR certified booster pumps are also available for pool cleaners.
  - ENERGY STAR certified pool pumps for in-ground pools are available in all sizes and small sized pool pumps.
- Visit [www.energystar.gov/poolpumps](http://www.energystar.gov/poolpumps) for more information.

#### Promotional Messaging

- Make a savings splash with ENERGY STAR certified pool pumps. Your home's second largest energy user, costing you as much as \$450 a year, can be replaced by a pool pump that has earned the ENERGY STAR. Pool pumps that have earned the ENERGY STAR are independent energy, save you money, and help protect the environment.
- Don't you love saving money and helping the planet? Choose ENERGY STAR certified pool pumps, save up to \$450 a year on your energy bills. Start saving today at [www.energystar.gov/poolpumps](http://www.energystar.gov/poolpumps).
- Relax! You're saving up to \$450 a year on energy bills with ENERGY STAR certified pool pumps. Good for your wallet. Great for the planet. Start saving today at [www.energystar.gov/poolpumps](http://www.energystar.gov/poolpumps).

#### What makes ENERGY STAR certified pool pumps save energy?

ENERGY STAR certified pool pumps save energy by using efficient motor designs, and/or variable or two-speed technology to deliver the appropriate flow for filtration, fountains, and cleaning. Conventional pool pumps can only deliver a fixed flow rate, regardless of the task assigned—even though filtration, the number of filters, and cleaning require different flow rates. ENERGY STAR certified pool pumps requires half the flow (using one-eighth the power) of pool cleaning.

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 Pool Pumps

#### Key Messaging

#### Utility Rebates Increase the Savings Opportunity:

- Many utility companies offer great incentives toward the purchase of an ENERGY STAR certified pool pump. Check out [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder) for details.

#### ENERGY STAR Certified Pool Pumps Save Energy, Save Money, and Protect the Climate:

- If all pool pumps sold in the United States were ENERGY STAR certified, the energy cost savings would grow to about \$770 million each year and 11 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 1 million vehicles.
- If every in-ground pool pump in the U.S. were ENERGY STAR certified, families could save \$742 million each year in energy costs and prevent greenhouse gas emissions equal to more than 1 million cars.
- If every above ground pool pump in the U.S. were ENERGY STAR certified, families could save \$29 million each year in energy costs and prevent greenhouse gas emissions equal to more than 40,000 cars.

#### Additional Product Savings Messages:

- Pressure cleaner booster pumps that have earned the ENERGY STAR use 10% less energy than standard models.
- A standard in-ground pool pump costs an average of \$720 in electric bills annually, typically the second largest energy draw in your home.
- A standard above-ground pool pump costs an average of \$170 in electric bills annually.
- A standard pressure cleaner booster pump costs an average of nearly \$130 in electric bills annually.
- An ENERGY STAR certified pool pump for above ground pools can save you about \$30 per year in energy bills and more than \$130 over its 5-year lifetime, versus a conventional pump. Its incremental cost is paid for in less than two years.
- An ENERGY STAR certified pool pump for in-ground pools can save up to 3,600 kWh or \$450 per year in energy bills and \$2,900 over its 7-year lifetime versus a conventional. Its incremental cost is paid for in less than two years.
- An ENERGY STAR certified pressure cleaner booster pump can save up to \$13 per year in energy bills and \$60 over its 5-year lifetime versus a conventional pump. Its incremental cost is paid for in about three years.

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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## Pool Pumps 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 Graphics](#)



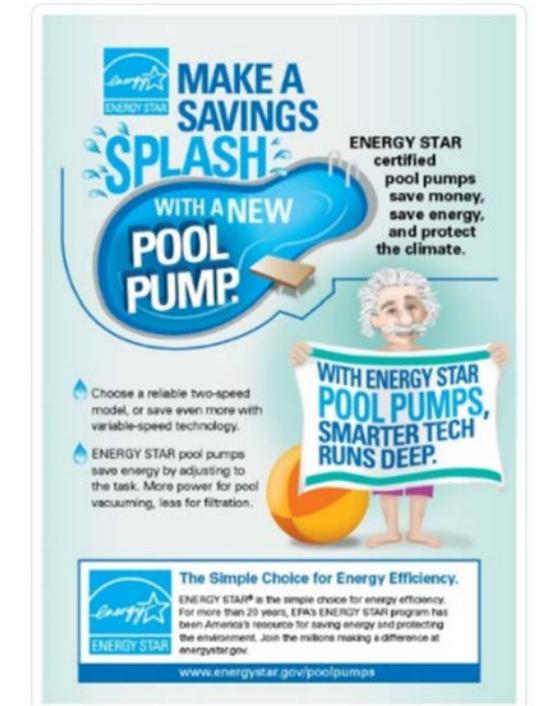
Pool season is here! See how you could save thousands with @ENERGYSTAR certified pool pumps plus rebates. [energystar.gov/poolpumps](http://energystar.gov/poolpumps)



1:45 PM · Jan 28, 2020 · Twitter Web App



With a new @ENERGYSTAR pool pump, you save money, save energy, and protect the climate. That's a pretty big splash:



1:39 PM · Jan 28, 2020 · Twitter Web App





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## Pool Pumps Fact Sheet

- Use the Pool Pumps Fact Sheet to engage pool service companies and/or retailers/other distributors to educate them on the energy and rebate savings and incent marketing to pool owners.
- 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 Factsheet](#)



### Pull the Plug on a Big Energy Drain

Your pool pump could be your home's second largest energy user, costing you nearly \$560 in energy every year. Pool pumps that have earned the ENERGY STAR are independently certified to save energy, save you money and help protect the environment. In fact:

- Certified in-ground pool pumps use up to 65% less energy than standard pool pumps and can save up to \$450 a year in energy bill costs.
- Certified above-ground pool pumps use about 17% less energy and can save \$130 over the lifetime of the product.
- ENERGY STAR certified pool pumps run quieter and prolong the life of your pool's filtering system.

### Let's Get Technical

Conventional pool pumps<sup>1</sup> can deliver only high flow regardless of the task assigned—even though filtration, the number one task of a pool pump, requires half the flow (using 1/8 the power) of pool cleaning.

ENERGY STAR certified pool pumps save energy by using efficient motors, advanced hydraulic designs, and variable or two-speed technology to deliver the appropriate flow for water filtration, fountains, and cleaning.

### Splashing with Savings

Compared to a new, standard pool pump, ENERGY STAR certified products deliver savings based on the type and size (see Table 1). An in-ground pool pump that has earned the ENERGY STAR label can save you thousands of dollars over the lifetime of the product. That means this kind of investment could pay for any additional upfront cost in less than two years.

### Dive into Savings with Utility Rebates

Many utilities offer incentives for purchasing an ENERGY STAR certified pool pump. Table 2 shows several examples from across the country.

Check with your local utility for more details or go to [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).

Table 1: ENERGY STAR Certified Pool Pump Savings Compared to Standard New Pool Pumps

Type of Pool Pump	Annual Savings (\$)	Lifetime Savings (\$)	Payback (years)
Small In-Ground	\$84	\$415	1.2
Standard In-Ground	\$450	>\$2,800	<2.0
Extra Small Above-Ground	\$7	\$30	2.7
Standard Above-Ground	\$28	\$130	<2.0
Pressure Cleaner Booster	\$13	\$60	3.2

Table 2: ENERGY STAR Certified Pool Pump Rebates

State	Utility	Incentive
CA	MWD WATER & POWER	\$200
HI	Hawaii Energy	\$125
IL	ComEd An Exelon Company	\$275
MD	Johns Hopkins University	\$400
NH	EVERSOURCE	\$500
NY	PSEG LONG ISLAND We work together to save energy.	\$350
VT	Efficiency VERMONT	\$200

### Is it Time to Take the Plunge?

The most obvious sign that you need a pool pump is when the motor is completely dead. However, there are other warning signs that could mean it's time to call a pool services contractor, such as when your existing pool pump:

- Is seven to ten years old
- Does not seem to be as powerful
- Continuously makes noise
- Gets hot and shuts off
- Hums or buzzes but will not start
- Starts slowly



### Choosing the Right Pool Services Contractor

When looking for a pool services contractor, you should confirm your contractor is insured and has the appropriate qualifications for installing a new pool pump, such as:

- Affiliated with pool builders or retailers of pool supplies
- Certified as an Aquatic Energy Auditor by the Foundation for Pool and Spa Industry Education
- Certified by a pool pump manufacturer
- Licensed to perform pool services in your state

Your contractor should include the following steps as part of the set-up process to ensure your ENERGY STAR pool pump is properly installed to maximize energy savings.

- Inspecting the pool area and identifying possible hazards, then ensuring the area is ready for maintenance and pool pump replacement.
- Calculating the volume of the swimming pool to determine the total amount of flow required to adequately circulate.
- Determining the wattage use of the existing pool pump and amount of usage on a daily basis to estimate total annual energy use of the pump.
- Estimating expected usage of new pump to calculate expected energy use and savings.
- Calibrating the flow of the new pool pump to obtain adequate circulation at the lowest possible motor speed. The minimum speed required is one that would lead to a 12-hour turnover (per ANSI/NSPI-5 2003).
  - Turnover is the period of time required to circulate a volume of water equal to the pool's volume.

<sup>1</sup> Each year, over one million seasonal temporary above-ground pools are purchased that can cost only a few hundred dollars and include a small pool pump. The ENERGY STAR pool pump specification does not cover these types of pool pumps—known as integral pumps because the filter (sand or cartridge) is integrated within the pump housing.

If every pool pump in the U.S. were ENERGY STAR certified, families could save \$770 million in energy costs every year and prevent greenhouse gas emissions equal to more than 1 million cars.





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## Pool Pumps Infographics

- Use Pool Pumps Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 5 individual graphics focused on each one of the key topics.
  - Topics include energy savings and utility expenses, greenhouse gas emissions reductions, buying guidance and when to purchase a new pool pump.

[Link to Infographic Files](#)

**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.** ENERGY STAR certified pool pumps save money, save energy, and protect the planet.

**PULL THE PLUG ON YOUR HOME'S NUMBER 2 ENERGY DRAIN**

- Your pool pump could be your home's second largest energy user, adding as much as \$600 every year to your energy bills.
- ENERGY STAR certified in-ground pool pumps use up to **65%** less energy than standard pool pumps saving up to **\$445** in energy to each year.
- The big savings mean you'll see the payback on the additional investment in an ENERGY STAR pool pump in less than two years.

The Simple Choice for Energy Efficiency. ENERGY STAR is the simple choice for energy efficiency. For more than 23 years, EPA's ENERGY STAR program has been the nation's resource for saving energy and protecting the environment. Join the millions making a difference at [www.energystar.gov](http://www.energystar.gov).



**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.** ENERGY STAR certified pool pumps save money, save energy, and protect the planet.

- Each year, homeowners with ENERGY STAR certified pool pumps could save **\$770 million** in energy costs every year.
- The energy savings could help protect the planet by annually preventing greenhouse gas emissions equal to more than **one million** cars.

**WE COULD SAVE MILLIONS IN ENERGY BILLS EVERY YEAR.**

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**PULL THE PLUG ON YOUR HOME'S NUMBER 2 ENERGY DRAIN**

- Your pool pump could be your home's second largest energy user, adding as much as \$600 every year to your energy bills.
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- The big savings mean you'll see the payback on the additional investment in an ENERGY STAR pool pump in less than two years.

**WITH ENERGY STAR POOL PUMPS, SMARTER TECH RUNS DEEP.**

- Pool pumps that have earned the ENERGY STAR are available for in-ground and above-ground pools.
- ENERGY STAR pool pumps save energy by adjusting to the task. More power for pool vacuuming, less for filtration.

If all our pool pumps were ENERGY STAR certified, U.S. families could save **\$770 million** in energy costs.

The energy savings would help protect the planet by annually preventing greenhouse gas emissions equal to more than **one million** cars.

**WE COULD SAVE MILLIONS IN ENERGY BILLS EVERY YEAR.**

**TIME TO TAKE THE PLUNGE?**

Learn the signs that your old pump may be ready to come up for air.

If your current pump shows these symptoms, it could be time to call a Pool Services Contractor:

- It seems less powerful than in the past.
- It makes noise.
- It occasionally gets hot and shuts off.
- It won't start or starts slowly.
- Your pump is seven-to-ten years old.

**Dive in TO SAVINGS WITH UTILITY REBATES.**

Many utility companies offer rebates toward your purchase of a new ENERGY STAR certified pool pump. You may already be primed for big savings.

Go to [www.energystar.gov/rebate-finder](http://www.energystar.gov/rebate-finder) for details.

The Simple Choice for Energy Efficiency. ENERGY STAR is the simple choice for energy efficiency. For more than 23 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 [www.energystar.gov](http://www.energystar.gov).





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## Pool Pumps Infographics 2

- Use Pool Pumps Infographics throughout digital media, including social, online articles, and on your web pages.
  - Infographics include one comprehensive graphic as well as 5 individual graphics focused on each one of the key topics.
  - Topics include energy savings and utility expenses, greenhouse gas emissions reductions, buying guidance and when to purchase a new pool pump.

[Link to Infographic Files](#)

**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.** ENERGY STAR certified pool pumps save money, save energy, and protect the planet.

**TIME TO TAKE THE PLUNGE?**

When the signs that you're time to take the plunge are in your pool, it's time to take the plunge. Here are some signs that it's time to take the plunge:

- It seems like your pool pump is always running.
- It makes noise.
- It looks like it's not doing its job.
- It's old and it's not doing its job.
- Your pump is getting old and it's not doing its job.

**The Simple Choice for Energy Efficiency.** ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, ENERGY STAR has been America's leader in saving money and protecting the environment. Join the millions making a difference at [www.eia.gov](http://www.eia.gov).

[www.energy.gov/poolpumps](http://www.energy.gov/poolpumps)

**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.** ENERGY STAR certified pool pumps save money, save energy, and protect the planet.

**WITH ENERGY STAR POOL PUMPS, SMARTER TECH RUNS DEEP.**

- Pool pumps that have earned the ENERGY STAR are available for in-ground and above-ground pools.
- ENERGY STAR pool pumps save energy by adjusting to the task. More power for pool vacuuming, less for filtration.

**The Simple Choice for Energy Efficiency.** ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, ENERGY STAR program has been America's leader in saving money and protecting the environment. Join the millions making a difference at [www.eia.gov](http://www.eia.gov).

[www.energy.gov/poolpumps](http://www.energy.gov/poolpumps)

**MAKE A SAVINGS SPLASH WITH A NEW POOL PUMP.** ENERGY STAR certified pool pumps save money, save energy, and protect the planet.

**Dive in TO SAVINGS WITH UTILITY REBATES.**

Many utility companies offer rebates toward your purchase of a new ENERGY STAR certified pool pump. Rebates may be limited to big savings.

Go to [www.energy.gov/poolpumps](http://www.energy.gov/poolpumps) for details.

**The Simple Choice for Energy Efficiency.** ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, ENERGY STAR has been America's leader in saving money and protecting the environment. Join the millions making a difference at [www.eia.gov](http://www.eia.gov).

[www.energy.gov/poolpumps](http://www.energy.gov/poolpumps)





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## Pool Pump Video

- Watch your pool swoon over savings with ENERGY STAR! Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified videos.
- Share the video on social media or embed it on your website!

[Link to Video](#)





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## Pool Pumps Web Buttons

- Use the Pool Pumps Web Buttons to feature on your website and link to relevant pages.
  - You can use them as is with embedded links to [energystar.gov/poolpumps](https://energystar.gov/poolpumps) or embed links to your own relevant Web pages.

[Link to Web Buttons and Widgets](#)



MAKE A SAVINGS SPLASH WITH  
**ENERGY STAR® CERTIFIED POOL PUMPS**  
Save up to \$450 per year with in-ground pool pumps  
plus more with a rebate. ▶



MAKE A SAVINGS SPLASH  
WITH ENERGY STAR® POOL PUMPS



Save up to \$450 per year  
with in-ground pool pumps  
plus more with a rebate. ▶



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## Pool Pumps Educational Widgets

- Widgets are independent web applications that you can integrate into your web pages to educate your audiences about the benefits of pool pumps.
  - Use these widgets as is with embedded links to [energystar.gov/poolpumps](http://energystar.gov/poolpumps) or embed links to your own relevant Web pages.

### [Link to Web Buttons and Widgets](#)

Learn more at [energystar.gov](http://energystar.gov) »

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## Pool Pumps Image Library

- Below are a number of images that EPA ENERGY STAR is leveraging as part of the pool pumps promotion. You can use the images as provided in materials or social media graphics. If you'd like to purchase the images for your own use and customization, see the image library with direct links to the stock photos.

[Link to Image Library](#)





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## Partner Engagement Examples

### Pepco Co-branded factsheet



**MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.**  
Good for You. Good for the Planet.

**Pull the Plug on a Big Energy Drain**

Your pool pump could be your home's second largest energy user, costing you nearly \$500 in energy every year. ENERGY STAR certified pool pumps:

- Use up to 70% less energy than standard pool pumps.
- Save you up to \$350 per year in energy bills.
- Deliver payback on the investment in less than two years!

**With ENERGY STAR, Smarter Tech Runs Deep**

Pool pumps that have earned the ENERGY STAR use reliable two-speed or variable speed technology:

- Two-speed models use a low speed for filtration and a high speed for cleaning.
- Variable speed models can be programmed to deliver the right flow for multiple tasks.

Certified models also run quieter and prolong the life of your pool's filtering system.

**Is it Time to Take the Plunge?**

Does your pool pump show these warning signs of wearing out and wasting energy? If so, it could be time to call a pool services contractor. Check to see if your pool pump:

- Seems less powerful than in the past.
- Makes noise.
- Occasionally gets hot and shuts off.
- Won't start or starts slowly.
- Is seven to ten years old.

**Dive in to Savings with Pepco Rebates**

Pepco offers rebates up to \$400 when you buy an ENERGY STAR certified pool pump. Learn more at [pepco.com/poolpump](http://pepco.com/poolpump).



**If every pool pump in the U.S. were ENERGY STAR certified, families could save \$1.3 billion in energy costs every year and prevent greenhouse gas emissions equal to more than 2 million cars.**



### TEP website links to infographic



## Energy-efficient pools

Receive a \$195 instant rebate on a quiet and efficient variable-speed pump.

Replacing your older, single-speed pool pump with an energy efficient variable-speed pump will reduce your energy costs while still keeping your pool sparkling clean. It's 65 percent more energy efficient than a standard pump, potentially saving you \$445 or more per year in energy costs.

Unlike standard pumps, which operate on high speed all of the time, variable-speed

### Make a Savings Splash

Pull the plug on your home's number 2 energy drain.

[View infographic](#)





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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).