

ENERGY STAR® Pool Pumps Marketing Toolkit





ENERGY STAR Certified Pool Pumps

Marketing Toolkit

Welcome to the ENERGY STAR Pool Pump 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.





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ENERGY STAR Value

- Including the ENERGY STAR certification 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.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks [available here](#).

**YOUR
AD**

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Key Messaging

Why Choose ENERGY STAR?

- ENERGY STAR certified pool pumps save energy by using efficient motors, advanced hydraulic designs, and/or variable or two-speed technology to deliver the appropriate flow for water filtration, fountains, and cleaning. Conventional pool pumps can only deliver high flow regardless of the task assigned—even though filtration, the number one task of a pool pump, requires half the flow (using one-eighth the power) of pool cleaning.
- All ENERGY STAR certified pool pumps now use variable-speed motors to run pool cleaning tasks at the appropriate speed using 60% less energy than their old single-speed counterparts. If your pool pump is over three years old, it could be using a single-speed motor. Replacing it with a model that has earned the ENERGY STAR label will save you up to \$210 in energy costs each year.
- ENERGY STAR certified pool pumps run quieter and prolong the life of your pool's filtering system.
- ENERGY STAR certified booster pumps are also available for special high-pressure pool cleaners.



Key Messaging

Product Specific Savings

- A certified in-ground pool pump uses 18% less energy than a new standard new pool pump and can save \$320 in energy bill costs over its 7-year lifetime. ENERGY STAR certified pool pumps for in-ground pools are available in both standard size and small sized pool pumps.
- A certified above-ground pool pump uses 11% less energy than a standard new pool pump and can save \$90 over its 5-year lifetime.
- Pressure cleaner booster pumps that have earned the ENERGY STAR label use 20% less energy than standard models can save about \$60 over its 5-year lifetime.
- A standard in-ground pool pump costs an average of \$310 in electric bills annually, and can be one of the largest energy users in your home.
- A standard above-ground pool pump costs about \$180 in electric bills annually.
- A standard pressure cleaner booster pump costs an average of \$140 in electric bills annually.



Key Messaging

Cumulative Savings

- If **all pool pumps** sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly \$240 million each year and 4 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 400,000 vehicles.
- If every **in-ground pool pump** in the U.S. were ENERGY STAR certified, families could save \$195 million each year in energy costs and prevent greenhouse gas emissions equal to more than 330,000 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 50,000 cars.



Key Messaging

Buying Guidance

- If you are in the process of installing a new pool or replacing your existing pump or motor, you may be wondering what size pool pump to purchase. While the tendency is “to be on the safe side” and oversize, bigger pool pumps are worse for your pool AND for your wallet.
- It’s important to select a pool pump that is the right size for your needs. A pool pump that is larger than needed has a more powerful motor and circulates water at a higher flow rate. This uses significantly more energy to pump the same amount of water and puts additional stress on your pipes and filter, meaning you’ll need to replace them sooner.
- If an installer tries to sell you a larger pool pump as an “upgrade,” make sure to ask if it is necessary for your pool’s operation.



Key Messaging

When to Replace

- There are several warning signs that could mean it's time to call a pool services contractor and consider a replacement for your pool pump. 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

Additional Tips

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



Pool Pumps Factsheet

- Use the Pool Pumps Factsheet 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 factsheet 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 [Download Factsheet](#)



Pull the Plug on a Big Energy Drain

Your pool pump could be one of your home's largest energy users, costing you up to \$310 in electric bills every year. Pool pumps that have earned the ENERGY STAR are independently certified to save energy, save you money, and help protect the environment.

All ENERGY STAR certified pool pumps now use variable-speed motors to run pool cleaning tasks at the appropriate speed using 60% less energy than their old single-speed counterparts. If your pool pump is over three years old, it could be using a single-speed motor. Replacing it with a model that has earned the ENERGY STAR label will save you up to \$210 in energy costs each year.

Let's Get Technical

Conventional pool pumps 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. Models that have earned the ENERGY STAR label also run quieter and prolong the life of your pool's filtering system.

Splashing with Savings

ENERGY STAR certified products deliver savings based on the type and size. An in-ground pool pump that has earned the ENERGY STAR label uses 18% less energy, saving you more than \$300 over its lifetime, and has no additional upfront cost compared to standard models. ENERGY STAR certified models also include small size pool pumps, pressure cleaner boosters, and above ground pool pumps.¹

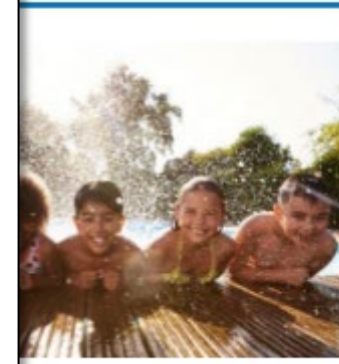
Dive into Savings with Utility Rebates

Many utilities offer incentives for purchasing an ENERGY STAR certified pool pump. Table 1 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 Pool Pump Rebates

State	Utility	Incentive
CA	TID WATER & POWER	\$200
HI	Hawaii Energy	\$150
IN, KY, NC, SC	DUKE ENERGY	\$300
OK	PUBLIC SERVICE COMPANY OF OKLAHOMA	\$400
NH	EVERSOURCE	\$350



or is insured and has the appropriate

Industry Education

to ensure your ENERGY STAR pool

is area is ready for maintenance and pool

of flow required to adequately circulate.

ge on a daily basis to estimate total

and savings.

the lowest possible motor speed. The

ANSI/NSPI-5 2003).

equal to the pool's volume.

not include a small pool pump. The ENERGY STAR pool pump

must be within the pump housing.

If every pool pump sold in the U.S. were ENERGY STAR certified, families could save nearly \$240 million each year in energy costs and prevent greenhouse gas emissions equal to more than 400,000 cars.



Social Media Materials

- 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
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - Twitter: @ENERGYSTAR

Link to [Download Social Media Graphics](#)





Pool Pumps Social Graphics



Link to [Download Social Media Graphics](#)



Pool Pumps Social Media Posts (Slide 1 of 2)

Sample Social Media

Pool Pump Replacement: Time to update your old pool with a new ENERGY STAR certified pool pump. New pumps that have earned the ENERGY STAR label use variable speed motors and are 60% more efficient than old single-speed motors saving you up to \$210 a year on energy bills plus a better environment for [her/your loved ones].

www.energystar.gov/poolpumps

Pool Pump Replacement: Is your pool pump over three years old? If so, it might use a single speed motor and be wasting energy. Replace it with an ENERGY STAR certified pool pump and save up to \$210 a year on energy bills. Save even more with rebates from your local utility – all while relaxing by your pool. www.energystar.gov/poolpumps

Pool Pump Replacement: Don't you love saving money and the planet? 🌍 An ENERGY STAR certified pool pump uses less energy than an old single speed, saving you up to \$210 a year. Ask for ENERGY STAR and celebrate the savings.

www.energystar.gov/poolpumps

Signs of Replacement: If your pool pump is 7-10 years old, losing power, or making noise, it's time to ask for ENERGY STAR, upgrade and save. www.energystar.gov/poolpumps

Ask the Expert - Pool Pump: Many pool owners don't realize how much energy their pool pump may be wasting. Your pool pump could be one of your home's largest energy users. Watch this video to learn how you could save hundreds in energy costs with an ENERGY STAR-certified pool pump. <https://www.youtube.com/watch?v=8rmT2YITQuk&t=35s>



Pool Pumps Social Media Posts (Slide 2 of 2)

Sample Social Media

Pool Pump – Ask the Expert: Did you know that your pool pump could be one of your home's largest energy users? With adjustable speeds and efficient motors, ENERGY STAR certified pool pumps are designed to save you money and help protect the planet. Dive in and make the switch today! #AskENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/are-bigger-pool-pumps-better>

Pool Pump – how it works/sizing: When it comes to pool pumps, #DidYouKnow that bigger isn't always better? Using a pump that's larger than needed can waste energy and put unnecessary pressure on your pipes. Learn how to choose a pool pump that's effective and efficient. #AskENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/are-bigger-pool-pumps-better>

Pool Pump: #DYK: ENERGY STAR certifies pool pumps for above-ground pools so you can make a savings splash no matter what kind of pool you have! www.energystar.gov/poolpumps



Pool Pump Web Buttons

- Feature one of the digital graphics on your ENERGY STAR, energy efficiency, or marketplace web pages or in e-newsletters and other communications.
- Pair the graphics with key messaging found on Slides 5-9.
- Available in two sizes: 600x219 and 300x500

Link to [Download Web Buttons](#)

300x500



600x219



Ask the Experts Video: What Makes an ENERGY STAR Pool Pump So Efficient?

- Hear the experts from U.S. EPA explain how ENERGY STAR certified pool pumps save you energy and money by using efficient technology.
- Use this short video to engage and educate your customers about the benefits of choosing ENERGY STAR.
- Share the video on social media or embed it on your website!



<https://youtu.be/sE9DxWOKuEc>



Ask the Experts Article: Are Bigger Pool Pumps Better?

- If you are in the process of installing a new pool or replacing your existing pump or motor, you may be wondering what size pool pump to purchase. While the tendency is “to be on the safe side,” and oversize, bigger pool pumps are worse for your pool AND for your wallet.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [Are Bigger Pool Pumps Better?](#)



Link to [Download Ask the Expert Identifier](#)



Ask the EXPERTS

Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.

How-To | Q & A | Did You Know? | Innovation & Tech

Related Stories

- An Air Cleaner Can be Helpful in High-Risk Wildfire Areas
- Multifunction Printers Can Help Reach Zero Carbon and Zero Waste Goals
- Cool Roofs Help Reduce Energy Costs

Are Bigger Pool Pumps Better?

If you are in the process of installing a new pool or replacing your existing pump or motor, you may be wondering what size pool pump to purchase. While the tendency is “to be on the safe side,” and oversize, bigger pool pumps are worse for your pool AND for your wallet.

Why is it important to choose the right sized pool pump?

A pool pump that is larger than needed has a more powerful motor and circulates water at a higher flow rate. This uses significantly more energy to pump the same amount of water and puts additional stress on your pipes and filter, meaning you’ll need to replace them sooner. When the flow rate is too high, your filter works less effectively and your pool’s clarity will suffer, which is a potential sign that your pool pump may be oversized. If an installer tries to sell you a larger pool pump as an “upgrade,” make sure to ask if it is necessary for your pool’s operation.

Similarly, the rated horsepower of your current pump is not a good indicator of what to look for in a replacement. The original installer may have oversized the previous pump, and newer ones tend to pump water more efficiently, meaning a pump with a smaller motor may deliver the same flow. Furthermore, before 2021 motor horsepower ratings were not standardized, so manufacturers sometimes rated a pump with the same motor at two different horsepower. Therefore, a lower horsepower pump may be comparable with your current pump, so don’t be surprised if your installer recommends one with what seems to be a smaller motor. Remember, lower horsepower pumps will generally use less energy and are the better option if they can meet your pool’s filtration and cleaning needs. When comparing two pool pumps, the best way to determine relative efficiency is to compare the Weighted Energy Factor (WEF), which is a metric like ‘miles-per-gallon’ for cars. A higher WEF indicates a more efficient pump.

What about variable speed pumps?

Variable speed pool pumps (including most ENERGY STAR certified models) can operate at a wide variety of speed settings, which makes sizing less complicated. Your installer will set the pump to operate at a speed that is right for your pool. Because they can be set to operate at lower flow rates most of the time, variable speed pumps will use much less energy than single speed and will also be better for your pool and your filter.

To sum it up, you will generally want to consult with a professional contractor when selecting and installing your pool pump, but if you ever have a choice, go with the smaller pump and choose a model that has earned the ENERGY STAR – your pool and your wallet will thank you!

For more guidance on finding the right pool services contractor, consult the ENERGY STAR Pool Pumps Fact Sheet (PDF, 2.1 MB) and our [Buying Guidance](#).

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Questions & Additional Information

If you have questions, 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 Jill Vohr, Consumer Marketing Team Lead at Vohr.Jill@epa.gov