

# ENERGY STAR<sup>®</sup> Heat Pump Water Heater Marketing Toolkit





# ENERGY STAR Certified Water Heaters

## Marketing Toolkit

Welcome to the partner toolkit for ENERGY STAR certified heat pump water heaters. 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.



## Marketing Toolkit Contents

- [ENERGY STAR Value](#)
- [Key Messaging](#)
- [Fact Sheet](#)
- [Sales Guide](#)
- [Sample Social Media](#)
  - [Social Media Posts](#)
  - [Social Media Graphics](#)
- [Web Buttons](#)
- [Digital Display Ads](#)
- [Meet the ENERGY STAR Certified HPWH Video](#)





## 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?

- An ENERGY STAR certified heat pump water heater (also known as an electric water heater) uses about one quarter of the energy of a standard model.
- An ENERGY STAR certified heat pump water heater (HPWH) can save a household of 4 approximately \$550 per year on its electric bills compared to a standard electric water heater and more than \$5,600 over its lifetime.
- Your water heater is the second-highest energy user in your home. Switching to an ENERGY STAR certified high-efficiency water heater with heat pump technology can help you save over \$270 to \$550 a year depending on the size of your family.
- ENERGY STAR electric water heaters generate hot water without burning fuel inside the home. They are easy to install and safer to operate with dramatically lower total carbon emissions.



## Key Messaging

- Not only are today's heat pump water heaters quieter and more efficient than before – they are backed by decades of research and innovation. Models that have earned the ENERGY STAR are independently certified to save energy and come with a minimum 6-year manufacturer warranty for added peace of mind.
- If all residential electric water heaters less than 55 gallons sold in the United States were ENERGY STAR certified HPWHs, the energy cost savings would grow to almost \$12 billion each year, and 140 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from more than 13 million vehicles.
- Installing a heat pump water heater is one of six energy-saving improvements you can make as part of an ENERGY STAR Home Upgrade to help prepare your home for the clean energy future.



## Key Messaging

### Buying Guidance

In most homes, a [heat pump water heater](#) can be installed right where your current water heater sits. There are a few simple installation considerations to help you choose the right heat pump water heater for your home:

- **Tank Size:** Heat pump water heaters are generally a bit larger than conventional water heaters. They typically come in 50-, 65-, and 80-gallon options. If your existing water heater meets your needs, consider replacing it with the same size. If your family needs have increased, you might consider a larger tank.
- **Condensate drainage:** Heat pump water heaters produce a small amount of clean condensate water which can be directed to a nearby drain or condensate pump.
- **Location:** Heat pump water heaters typically perform best in spaces that range between 40°–90°F. Locating your water heater in a basement or garage can be a great option if the space normally remains above freezing.



## Key Messaging

- **Air circulation:** Access to air is important for your heat pump water heater to run at peak performance. Most models need about 750 to 1000 cubic feet of air, which is about the size of a 10 ft x 10 ft room.
- **Access to 240V Electric Outlet:** If your existing water heater is electric then you already have a 240V outlet. If you are switching from gas, oil, or propane, you may need to check with your electrician about locating a 240V outlet. Properly licensed plumbers will know what to look for when installing your heat pump water heater.
  - The electrical requirements for installing a heat pump water heater are no different than those for a standard electric tank. Some homes may need an electric panel upgrade to make room for a new 240V outlet. This can be done by a properly licensed electrician.





## Key Messaging

### Additional Tips

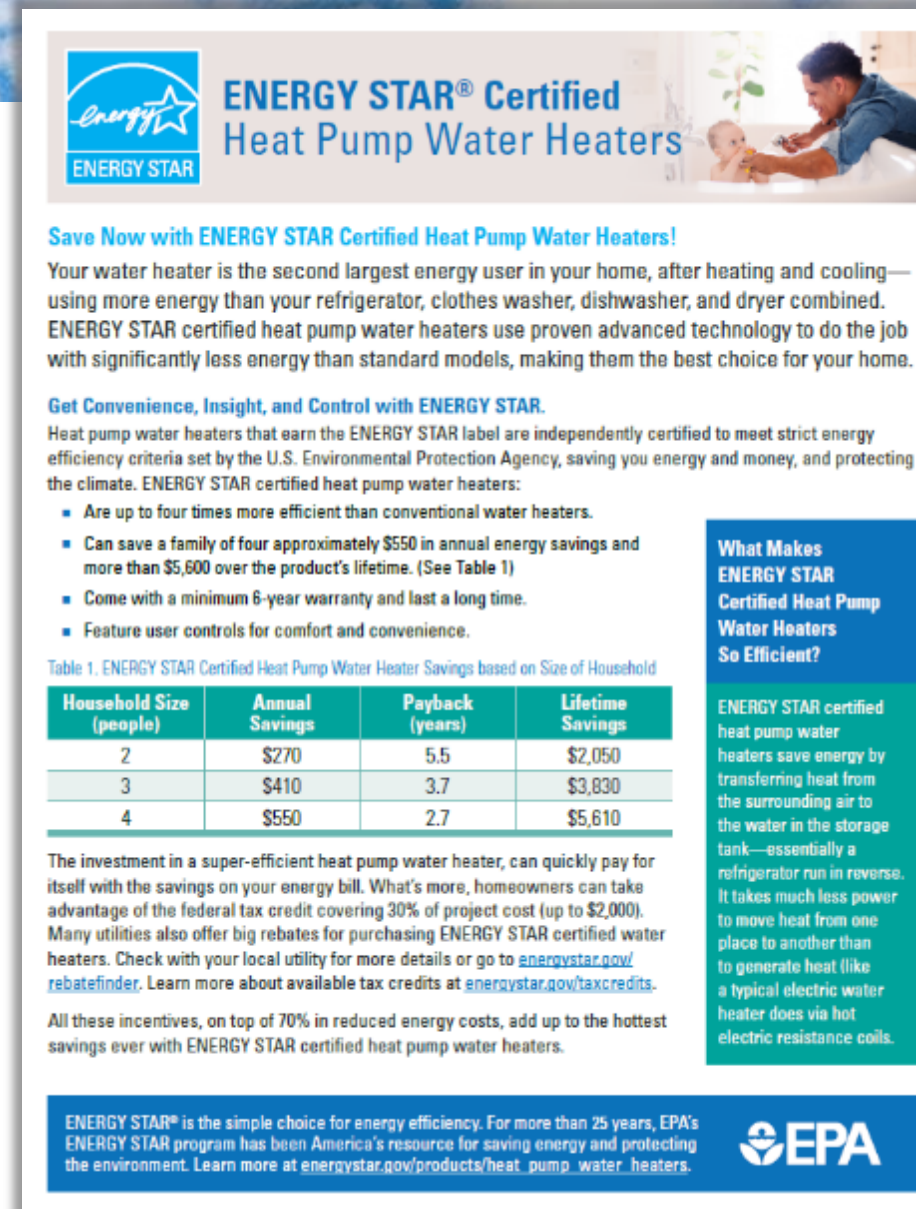
- Browse the [ENERGY STAR Product Finder](#) to find and compare models of heat pump water heaters that are ENERGY STAR certified.
- If you're ready to install a heat pump water heater in your home, the [ENERGY STAR Heat Pump Water Heater Installer Finder](#) can help you find local installers, retailers, and incentives.
- While switching to a heat pump water heater may cost more upfront, the savings on your annual energy bills will help recoup these costs. There are also [federal tax credits](#) and utility [rebates](#) that you can take advantage of to help lower the initial purchase cost.
- Through the Inflation Reduction Act, heat pump water heaters that have earned the ENERGY STAR are eligible for a [federal tax credit](#) of 30% up to \$2,000.



# Heat Pump Water Heater Fact Sheet

- Use the Heat Pump Water Heater Fact Sheet featuring super-efficient heat pump technology to engage your customers and educate them on the federal tax credit, big rebates and energy savings available on certified heat pump water heaters.
- The fact sheet is ready to download and print as-is, or customize to add your logo.

Link to [Heat Pump Water Heater Fact Sheet](#)

**ENERGY STAR® Certified Heat Pump Water Heaters**

**Save Now with ENERGY STAR Certified Heat Pump Water Heaters!**  
Your water heater is the second largest energy user in your home, after heating and cooling—using more energy than your refrigerator, clothes washer, dishwasher, and dryer combined. ENERGY STAR certified heat pump water heaters use proven advanced technology to do the job with significantly less energy than standard models, making them the best choice for your home.

**Get Convenience, Insight, and Control with ENERGY STAR.**  
Heat pump water heaters that earn the ENERGY STAR label are independently certified to meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency, saving you energy and money, and protecting the climate. ENERGY STAR certified heat pump water heaters:

- Are up to four times more efficient than conventional water heaters.
- Can save a family of four approximately \$550 in annual energy savings and more than \$5,600 over the product's lifetime. (See Table 1)
- Come with a minimum 6-year warranty and last a long time.
- Feature user controls for comfort and convenience.

**What Makes ENERGY STAR Certified Heat Pump Water Heaters So Efficient?**  
ENERGY STAR certified heat pump water heaters save energy by transferring heat from the surrounding air to the water in the storage tank—essentially a refrigerator run in reverse. It takes much less power to move heat from one place to another than to generate heat (like a typical electric water heater does via hot electric resistance coils).

**Table 1. ENERGY STAR Certified Heat Pump Water Heater Savings based on Size of Household**

Household Size (people)	Annual Savings	Payback (years)	Lifetime Savings
2	\$270	5.5	\$2,050
3	\$410	3.7	\$3,830
4	\$550	2.7	\$5,610

The investment in a super-efficient heat pump water heater, can quickly pay for itself with the savings on your energy bill. What's more, homeowners can take advantage of the federal tax credit covering 30% of project cost (up to \$2,000). Many utilities also offer big rebates for purchasing ENERGY STAR certified water heaters. Check with your local utility for more details or go to [energystar.gov/rebatefinder](http://energystar.gov/rebatefinder). Learn more about available tax credits at [energystar.gov/taxcredits](http://energystar.gov/taxcredits).


All these incentives, on top of 70% in reduced energy costs, add up to the hottest savings ever with ENERGY STAR certified heat pump water heaters.

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. Learn more at [energystar.gov/products/heat\\_pump\\_water\\_heaters](http://energystar.gov/products/heat_pump_water_heaters).

**EPA**

Visit [www.energystar.gov/productfinder/water-heater-installers](http://www.energystar.gov/productfinder/water-heater-installers).

**INTRODUCING ENERGY STAR HOME UPGRADE**  
Electric Water Heaters are one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.  
[energystar.gov/homeupgrade](http://energystar.gov/homeupgrade)



that earn the ENERGY STAR are up to 4 times more efficient than standard models. Heat pump water heaters use a hybrid system that reliably and efficiently heats water in all climates.

Heat pump water heaters are a proven, reliable technology backed by decades of research and testing. They are safer for your home because they use 100% electric energy instead of gas, oil, or propane inside the home and also makes installation easier because they do not require venting.

Heat pump water heaters dramatically reduce energy use, making them one of the most environmentally friendly options for water heating. Many models also include some form of connectivity which means more user control over your water heater to vacation mode to save energy, to track energy use, and to take advantage of utility incentive programs, where available.

Learn more about the benefits of an ENERGY STAR certified heat pump water heater and how it can help you save energy and money at [energystar.gov/hotsavings](http://energystar.gov/hotsavings).

Signs that your water heater is heating water inconsistently, or worse—going to the point where it is not heating water at all—are signs that can indicate water heater failure are: leaks of water coming in and out of the unit, or on the unit itself. Rust or seams of your hot water is usually an indicator there is a problem.

Check for signs that the interior of the water heating system is corroding or that the tank is leaking. Sediment can build up in a way that reduces capacity of the tank and can cause the water heater to operate inconsistently, quietly, and reliably. If your water heater is leaking, it may indicate sediment buildup or other problems. Schedule a professional inspection to prevent failure by planning ahead and replacing your old water heater with an ENERGY STAR certified water heater.



# Heat Pump Water Heater Sales Guide

- This Sales Guide can assist your team of sales associates, contractors, and installers with overcoming common myths about heat pump technology and communicating the most compelling benefits, savings, and incentives to customers considering a water heater replacement or upgrade.
- The guide is ready to download and print as-is, or customize to add your logo.

Link to [Heat Pump Water Heater Sales Guide](#)

**ENERGY STAR® Certified Heat Pump Water Heaters Sales Guide**

A heat pump water heater is often called a “hybrid” electric water heater because some models can switch between heat pump mode and standard electric mode. **Just look for the ENERGY STAR® label—all electric water heaters that carry the ENERGY STAR label use heat pump technology.**

**A Family of Four Can Save \$550 Per Year**

- An ENERGY STAR certified heat pump water heater can save a household of 4 approximately \$550 per year on its electric bills compared to a standard electric water heater and more than \$5,600 over its lifetime. Larger families—that typically use more hot water—will save even more!

**Same Hot Water, 75% More Efficient**

- Heat pump water heaters make the same hot water using 75% less energy than standard electric water heaters.
- Provides hot water using 1/3 the electricity and at 1/3 the cost than conventional electric water heaters.

**How Does it Work?**

- A heat pump water heater works like a refrigerator in reverse. It uses the same technology, but backwards to add heat instead of removing it.

**Safety, Reliability, and Performance**

- ENERGY STAR heat pump water heaters come with a standard 6-year manufacturer warranty.
- Heat pumps have been around for decades and are a proven, reliable technology.

**An Eco-Friendly Option**

- ENERGY STAR heat pump water heaters reduce greenhouse gas emissions and are among the most energy-efficient options for your home.
- Heat pumps use no fossil fuels. They make no noise.

**Rebates and Tax Incentives**

- ENERGY STAR heat pump water heaters are eligible for federal tax credits and utility rebates. Combined with energy savings, this means they pay for themselves faster.

**Connectivity and Smart Features**

- Heat pump water heaters can be connected to smart home systems, which makes it easier to monitor and control your water heater.

**Overcoming Common Objections**

**They will make my house cold.**

- This is a common myth. Heat pump water heaters produce a small amount of cool dry air, but the effect is negligible. The amount of cooling is similar to the heating effect from a refrigerator in the kitchen. A refrigerator keeps your food cold without making the kitchen feel hot.
- The benefits of dehumidification make heat pump water heaters great for cool clammy basements and stuffy laundry rooms. A garage is a perfect place to put your heat pump water heater if you live in a warm southern climate or somewhere that doesn't normally experience freezing temperatures.

**They are too noisy.**

- Today's heat pump technology is far more efficient than previous generations. A low soft humming sound is normal for a heat pump water heater—similar to the sound you hear when a refrigerator turns on.

**They are too expensive.**

- Heat pump water heaters pay for themselves with energy savings and incentives. The average person will save more than \$300 every year on electricity costs. Rebates and tax credits equals even faster payback.

**You can't install them in cold climate.**

- Today's heat pump water heaters can be installed almost anywhere a regular water heater would go. Heat pump water heaters perform best in spaces that range from 40°-90°F. Basements are often perfect locations—even in very cold climates. The water heater will work if the air temperature immediately around the water heater doesn't drop below freezing, and it will efficiently deliver hot water in temperatures above 37°F.

**They are more difficult to install.**

- Heat pump water heaters are easy to install and last a long time. A louvered door or air duct can be installed to give the water heater access to air if needed—but is rarely necessary.
- Because they run on 100% electricity there is no need for exhaust venting or complicated gas lines.
- Heat pump water heaters produce pure, clean, non-corrosive condensate water which can be directed to any drain.

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. Learn more at [energy.gov/products/energy\\_efficiency/heat\\_pump\\_water\\_heaters](https://energy.gov/products/energy_efficiency/heat_pump_water_heaters)



## Sample Social Media

- Sample 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





## Sample Social Media Posts

Focus	Message
Savings	Now is the time to upgrade to an @ENERGYSTAR certified water heater! With a federal tax credit of up to \$2000, big rebates in many areas, and \$5600 in lifetime energy savings, you'll get hot savings for you and the planet, along with hot water you can count on. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
<b>CUSTOMIZE:</b> Utilities can customize their own rebate amount	Now's the time to upgrade to an @ENERGYSTAR certified water heater! With a federal tax credit of up to \$2000, <b>[insert your rebate amount here]</b> in rebates from <b>[insert utility]</b> , and \$5600 in lifetime energy savings, you'll get hot savings along with hot water you can count on. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
Savings	What's 4 times more efficient and saves you thousands? An @ENERGY STAR certified water heater. With more than \$5600 in lifetime energy savings + up to \$2000 in federal tax credits + big rebates in many areas, the math will tell you it's an energy choice that really counts for you and the planet. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
<b>CUSTOMIZE:</b> Utilities can customize their own rebate amount	What's 4 times more efficient and saves you thousands? An @ENERGY STAR certified water heater. With more than \$5600 in lifetime energy savings + up to \$2000 in federal tax credits + <b>[insert your rebate amount here]</b> in rebates from <b>[insert utility]</b> , your local utility, the math will tell you it's an energy choice that really counts for you and the planet. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>



## Sample Social Media Posts

Focus	Message
Trifecta of savings (environmental)	Make energy choices that count for you and the planet with @ENERGYSTAR certified water heaters. Now with up to \$2000 in federal tax credits combined with big rebates in many areas, and more than \$5600 in lifetime energy savings. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
Trifecta of savings (environmental)  <b>CUSTOMIZE:</b> Utilities can customize their own rebate amount	Make energy choice that count for you and the planet with @ENERGYSTAR certified water heaters. Now with up to \$2000 in federal tax credits combined with [insert your rebate amount here] in rebates from [insert utility], and more than \$5600 in lifetime energy savings. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
Trifecta of savings (environmental)	For hot water you can count on—plus up to \$2000 in federal tax credits, big rebates in many areas, and even more in energy savings—you can keep your family comfortable and support a healthier environment. Upgrade now to an @ENERGYSTAR certified water heater. <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>



## Sample Social Media Posts

Focus	Message
Clean Energy Future	Need a new water heater? Find out if an @ENERGYSTAR certified heat pump water heater is right for your home. See why it's a smart choice to help you save energy and prepare for a clean energy future. Find your super-efficient water heater today with rebates and tax credits at <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
ENERGY STAR Home Upgrade	Four times more efficient and saves you thousands over its lifetime! An @ENERGYSTAR certified water heater is one of the one of six high-impact, energy efficiency improvements in an #ENERGYSTARHomeUpgrade designed to transition your home for the clean energy future. Get started on your big savings today <a href="http://www.energystar.gov/hotsavings">www.energystar.gov/hotsavings</a>
Ask the Expert: Signs of failure	Is your water heater more than 10 years old? If yes, you could be risking leaks and flooding. Consult @ENERGYSTAR Ask the Expert for the signs that it's time to replace. #AskENERGYSTAR <a href="https://www.energystar.gov/products/ask-the-experts/when-should-you-replace-your-water-heater">https://www.energystar.gov/products/ask-the-experts/when-should-you-replace-your-water-heater</a>
Ask the Expert: Signs of failure	Is your hot water not always hot? Your water heater may be about to fail. Don't get stuck with cold water. Now is the best time to upgrade to an @ENERGYSTAR certified water heater with up to \$2000 in tax credits and big rebates in some regions. #AskENERGYSTAR <a href="https://www.energystar.gov/products/ask-the-experts/when-should-you-replace-your-water-heater">https://www.energystar.gov/products/ask-the-experts/when-should-you-replace-your-water-heater</a>
Ask the Expert: Cold Climate	Whether you're enjoying warm summers in the southwest or cold winters in the northeast, the experts @ENERGYSTAR explain heat pump water heaters are more advanced than ever and might be the right water heater option for you. #AskENERGYSTAR <a href="https://www.energystar.gov/products/ask-the-experts/do-heat-pump-water-heaters-work-in-cold-climates">https://www.energystar.gov/products/ask-the-experts/do-heat-pump-water-heaters-work-in-cold-climates</a> -



## Social Media Images

- Here are a large selection of images you can use with our sample posts or your own messaging.
  - All images available with both the 4X EFFICIENT and MAKE YOUR ENERGY CHOICES COUNT messages.

Link to [Social Media Images](#)







## Web Buttons

- Customize these web buttons to promote the hot savings now available on ENERGY STAR certified water heaters at point-of-sale online:
  1. Program webpages linking to your marketplace or the [ENERGY STAR Product Finder](#) if you do not have a marketplace;
  2. Directly on your marketplace linking to water heater product pages.

Link to [Web Button Graphic Files](#)



728x90



1012x315



300x600



300x250



## Digital Display Ads

- Coordinate with EPA ENERGY STAR and leverage our learnings from our successful Google Display Network (GDN) campaigns by customizing these digital ads with your rebate amount and your logo and implementing your own GDN campaign with our impactful creative and targeting strategy.

Link to [Digital Display Ads](#)

Contact your ENERGY STAR regional account manager at [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov) or email [Vohr.Jill@epa.gov](mailto:Vohr.Jill@epa.gov) to coordinate on a GDN campaign.



728x90



1012x315



300x600

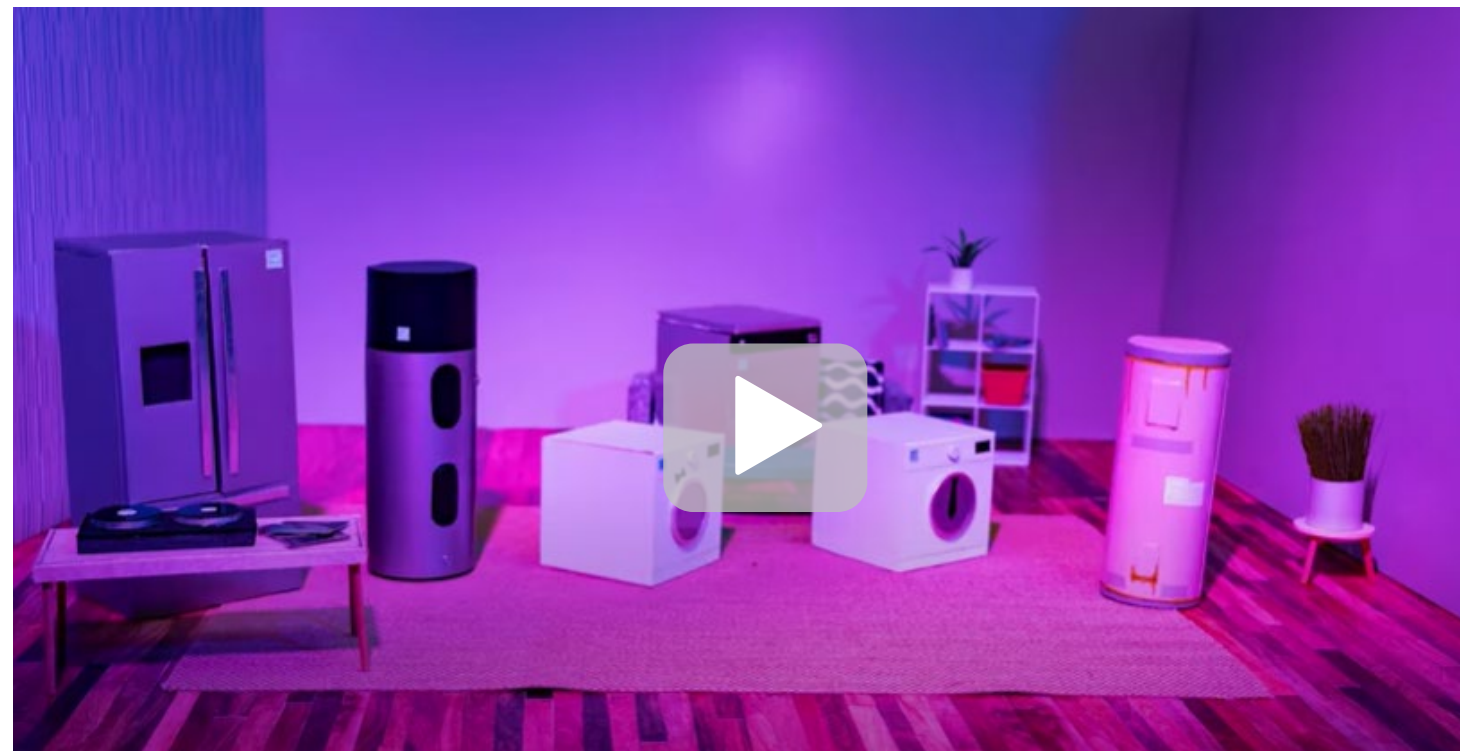




## Meet the ENERGY STAR Certified Heat Pump Water Heater Video

- Don't let your old water heater crash your energy-efficient house party! Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified electric water heaters.
- Share the video on social media or embed it on your website.

[Link to Water Heater Video](#)





## 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](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to Jill Vohr, Consumer Marketing Team Lead, [Vohr.Jill@epa.gov](mailto:Vohr.Jill@epa.gov)