



PUMP IT UP!

With ENERGY STAR Certified Heat Pump Water Heaters



Jill Vohr, EPA

September 7, 2018



PUMP IT UP!

With ENERGY STAR Certified Heat Pump Water Heaters



Jill Vohr, EPA

September 7, 2018



PUMP IT UP!

With ENERGY STAR Certified Heat Pump Water Heaters



Jill Vohr, EPA

September 7, 2018

ENERGY STAR. The simple choice for energy efficiency.



Table 1: ENERGY STAR Certified Electric Heat Pump Water Heater Savings Based on Household Size

Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$160	4.9	\$1,340
3	\$250	3.2	\$2,400
4	\$330	2.4	\$3,470

Table 2: ENERGY STAR Certified Electric Heat Pump Water Heater Rebates







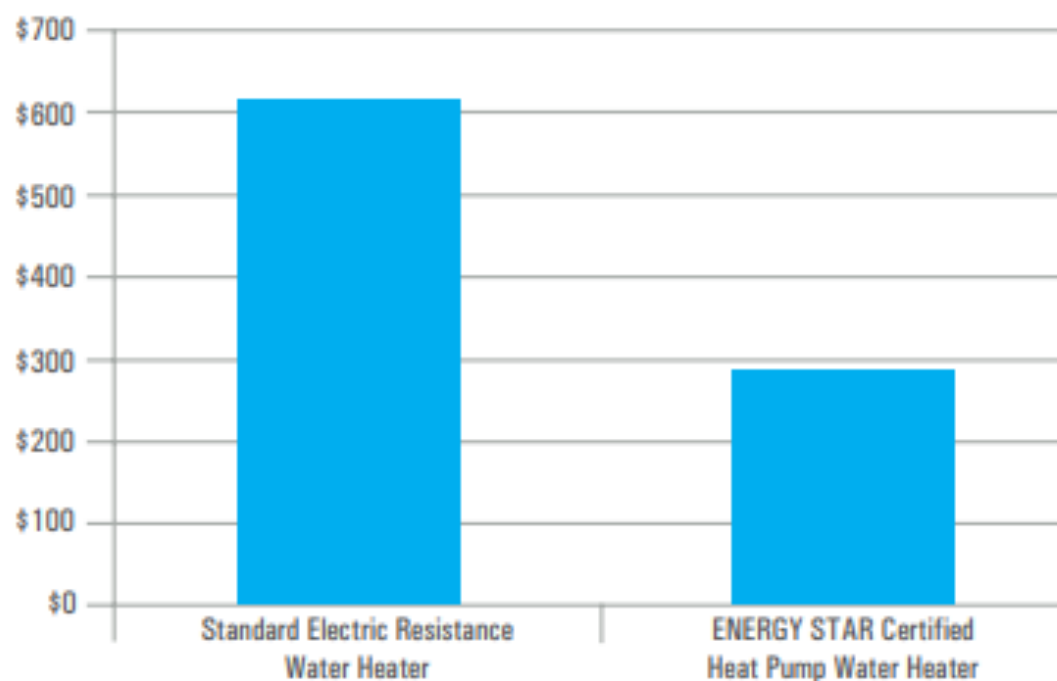
State	Utility	Incentive
CA		\$300
HI		\$300
MA		\$750
ME		\$750
NH		\$500-600
WA		\$500

Figure 1: Annual Energy Costs for an Electric Water Heater (4-Person Family)





Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through **4** simple installation considerations to figure out if a heat pump water heater is right for your home.

GET STARTED

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.



STEP 1: CHECK YOUR ELECTRICITY SUPPLY

Heat pump water heaters require 240-volt supply.

Do you currently have an electric water heater?

YES

NO

Not sure if your existing water heater is electric or gas? If your water heater does not have a flue, then it is an electric water heater with a 240-volt supply (see the images in [Figure 1](#)).

Figure 1: Conventional electric water heater without flue on left and gas water heater with flue on the right (exhaust flue circled in red).



WATER HEATER REPLACEMENT GUIDE

STEP 2: CHECK FOR ACCESS TO AIR

A heat pump water heater pulls in air from its surroundings to heat the water and releases cold air, so it needs access to plenty of air (See Figure 2).

Does your water heater location have:

A room air temperature that is greater than 40 degrees F year-round?

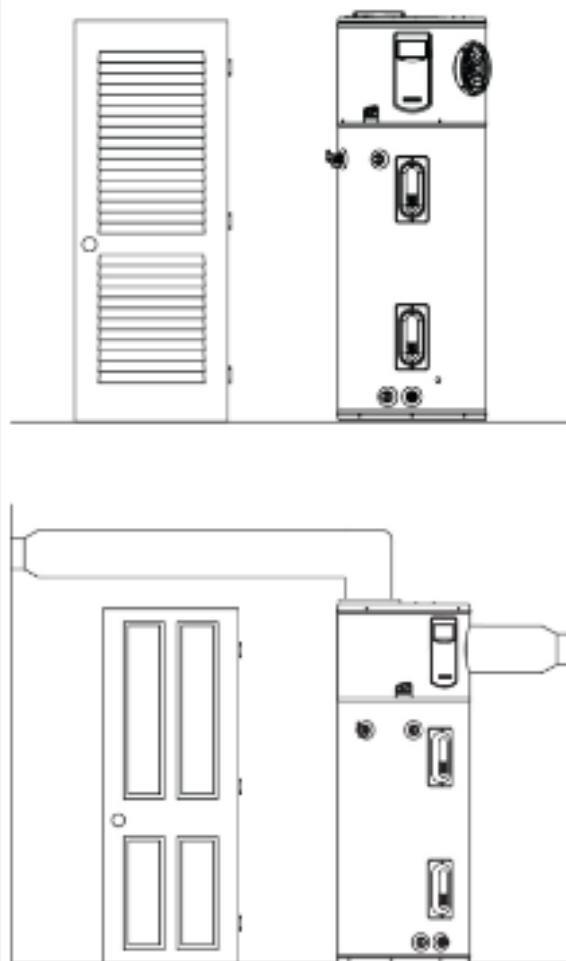
AND

Space that is at least 100 square ft. (10 ft. x 10 ft.) or a smaller space that can be fitted with louvered doors or ducted?

YES

NO

Figure 2: For spaces less than 100 square feet, talk to your installer about a louvered door and ducting system.



WATER HEATER REPLACEMENT GUIDE

STEP 3: CHECK FOR HEAD ROOM

A heat pump water heater is a few inches to a foot taller than a conventional electric water heater and requires a certain ceiling height based on the size of the water heater – which is dependent on household size.

Does your water heater location have:

At least a 6 ft. high ceiling for a household of 5 or less members?

OR

At least a 7 ft. high ceiling for a household of 6 or more members?

YES

NO

BACK

WATER HEATER REPLACEMENT GUIDE

STEP 4: CHECK FOR WATER DRAINAGE

Heat pump water heaters require proper drainage, since—like air conditioners—they dehumidify air and produce condensate that must be removed via a nearby floor drain, or another outlet using a small condensate pump.

Does your water heater location have access to one of the following?

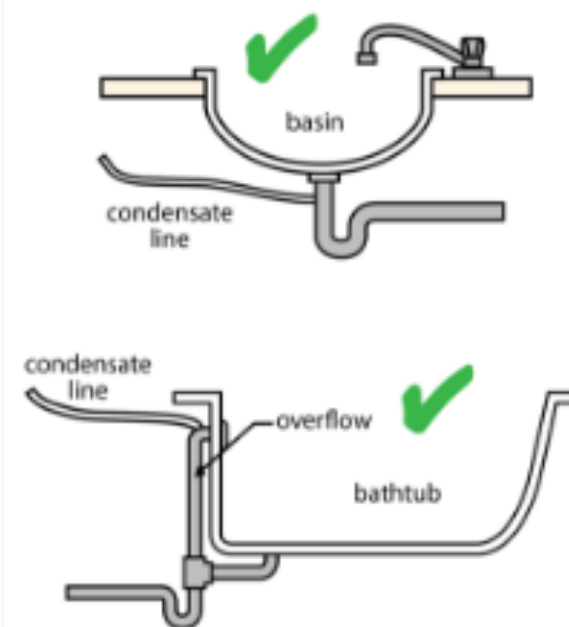
- Floor Drain.
- Utility Sink.
- Sump pump.
- Existing drain pipe / line (Figure 3).
- Outside (only for locations that are above freezing all year round).

YES

NO

Figure 3: Examples of existing drainage pipes.

Figure 3: Examples of existing drainage pipes.



© 2017 Carson, Dunlop & Associates Ltd. www.carsondunlop.com



WATER HEATER REPLACEMENT GUIDE



RESULTS

Congratulations!

You appear to be a good candidate for a heat pump water heater.

Your water heater location:

- ✔ Has 240-volt electricity supply
- ✔ Has adequate warm air circulation.
- ✔ Has adequate ceiling height.
- ✔ Does have access to water drainage.

Be smart and plan your replacement before your old water heater fails. Visit energystar.gov/heatpumpwaterheaters for more information on models that have earned the ENERGY STAR as well as links to rebates and other special deals in your area.

DISCLAIMER: This guide is intended for educational purposes only and should not be considered definitive in terms of the suitability of your home for installation of a heat pump water heater. Please check the water heater manufacturer's installation instructions and/or a professional installer for more information.

START OVER



The simple choice for energy efficiency.

- ENERGY EFFICIENT products
- ENERGY SAVINGS at home
- ENERGY EFFICIENT new homes
- ENERGY STRATEGIES FOR buildings & plants



Home » Certified Products » Product Finder

Certified Products

Your source for energy efficient product information

- All Certified Products
- How a Product Earns the Label
- Save Energy at Home
- Join Our Movement
- Product Specifications Search

Languages: English | Français Access to: API, Data Set or Excel File

Find and Compare

Change Product



ENERGY STAR Certified Water Heaters

Water heaters that earn the ENERGY STAR come with gas, solar or electric heat pump technology. They heat your water just like standard models but with much less energy, saving you up to \$3500 over a unit's lifetime.

What to Consider When Buying a Solar Water Heater

SEE GUIDANCE

- 1
- 2
- 3
- 4
- 5
- 6

BUYING GUIDANCE

TAKE THE PLEDGE

FIND INSTALLERS (200)

135 Records Found

Filter Your Results

filter by keyword

Fuel

- Electric (135)
- Natural Gas (649)
- Propane (768)
- Do not filter

Type

- Gas Storage (574)
- Gas Tankless (527)
- Heat Pump (135)
- Solar with Electric Backup (210)
- Solar with Gas Backup (7)
- Do not filter

Brand Name

Pricing is from a Sample of Retail Websites

Disclaimer

Sort by: Uniform Energy Factor (UEF)

Share Your Results

A. O. Smith - PHPT 80 102

Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2

A. O. Smith - HHPT 80 102

Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2

Rebates in your zip code: 12604

CHANGE ZIP

Heat Pump Water Heaters

\$125

Valid: 01/01/2018 - 12/31/2018

Mail-in Rebate

Central Hudson Gas & Electric Corp |

Visit website to learn more

SHOW ALL REBATES

135 Records Found

Filter Your Results

filter by keyword

Fuel

- Electric (135)
- Natural Gas (649)
- Propane (768)
- Do not filter

Type

- Gas Storage (574)
- Gas Tankless (527)
- Heat Pump (135)
- Solar with Electric Backup (210)
- Solar with Gas Backup (7)
- Do not filter

Brand Name

- A. O. Smith (116)
- Advantage Plus (1)
- American (81)
- American Solar (67)
- American Standard (3)
- Bosch (10)
- Bradford White (46)
- Show more

Pricing is from a Sample of Retail Websites

Disclaimer

Sort by: Uniform Energy Factor (UEF)

Share Your Results

A. O. Smith - PHPT 80 102

Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2

A. O. Smith - HHPT 80 102

Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2

Rebates in your zip code: 12604

CHANGE ZIP

Heat Pump Water Heaters

\$125

Valid: 01/01/2018 - 12/31/2018

Mail-in Rebate

Central Hudson Gas & Electric Corp |

Visit website to learn more

Heat Pump Water Heaters

\$450

Valid: 01/01/2018 - 12/31/2018

Mail-in Rebate

Central Hudson Gas & Electric Corp |

Visit website to learn more

COLLAPSE REBATES

American - HPE10280H045DV 102

Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2





All Certified Products

How a Product Earns the Label

Save Energy at Home

Join Our Movement

Product Specifications Search

Languages: [English](#) | [Français](#) Access to: [API](#), [Data Set](#) or [Excel File](#)

Find and Compare

Change Product



ENERGY STAR Certified Water Heaters

Water heaters that earn the ENERGY STAR come with gas, solar or electric heat pump technology. They heat your water just like standard models but with much less energy, saving you up to \$3500 over a unit's lifetime.

What to Consider When Buying a Gas Storage Water Heater

SEE GUIDANCE

1 2 3 4 5 6

BUYING GUIDANCE

TAKE THE PLEDGE

FIND INSTALLERS (200)

PLEDGE TO CHOOSE AN ENERGY STAR CERTIFIED WATER HEATER



If all residential water heaters sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly \$13.4 billion each year, preventing more than 155 billion pounds of annual greenhouse gas emissions - equivalent to the emissions from nearly 15 million vehicles.

First Name

Last Initial

Zip Code

Email

COMPLETE YOUR PLEDGE

Disclaimer



(200) heat pump water heater installers near:

12604

SHOW INSTALLERS →

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to web sites external to the energystar.gov domain. [EXIT ↔](#)

Provided by A.O. Smith

Installation professionals list provided by A.O. Smith

Buccheri Plumbing Service Inc. A

Address:
77 Sherwood Hill Rd
North Salem, NY
10560

[Visit website](#)

Positano Plumbing B

Address:
186 West St
Bristol, CT
06010

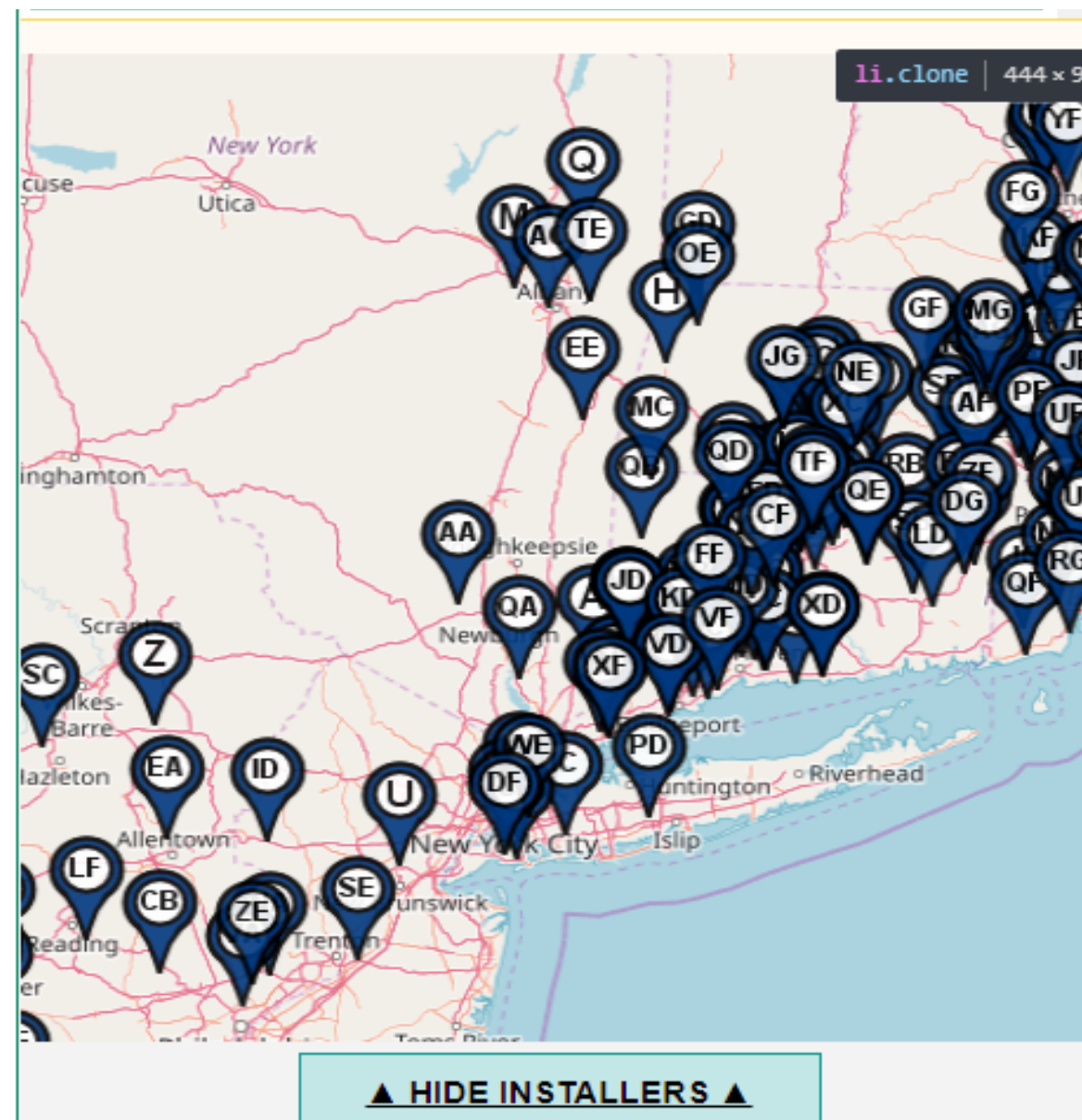
[Visit website](#)

Modern Plumbing & Heating C

Address:
29 Vitti St
New Canaan, CT
06840-4824

[Visit website](#)

Solvit Home Services D





2018 Water Heater Promotion

- **Tagline / Call-to-Action**
 - Upgrade Now and Warm Up to Savings
- **Objective**
 - Raise awareness of the energy-savings potential of ENERGY STAR water heaters.
 - Encourage consumers to replace their old (>10 years) water heaters with ENERGY STAR.
 - Encourage early replacement, but also provide helpful guidance for emergency replacement (particularly with heat-pump technology).
 - On a parallel track, building up program to support midstream outreach.
 - Currently working with Lowe's.
 - If interested in midstream; stay-tuned here for more!
- **Timing**
 - Late September / October





Water Heaters: Proposed Media Mix

- Develop 30-second video and companion display ads to raise awareness of the benefits of heat-pump water heaters and drive clicks to the new Water Heater Replacement Guide.
 - Promote via GDN video advertising and YouTube pre-roll targeting consumers most likely to have an old water heater in areas with rebates available.
 - Develop similar theme Facebook posts for boosting.
- Exploring an engaging influencer in this space to provide a testimonial on the benefits of heat pump water heaters and dispel the common barriers of cost and replacement challenges (incompatibility and hard to find an installer).
- Work with you, our Partners, to leverage these assets for further reach.

The advertisement features the Energy Star logo in the top left corner. The main headline reads "NEED A NEW WATER HEATER?" in large green letters. Below this, a blue text block says "Find out if ENERGY STAR® is right for your home. Visit EPA's **Water Heater Replacement Guide** for a simple list of installation considerations, as well as products and installers in your area." A green "GO" button with a right-pointing arrow is positioned to the right of the text. The background shows a hand holding a smartphone displaying the guide's content. At the bottom right, there is a white box with the text "Partner Logo Here".



Don't Let Your Old Water Heater Crash Your Energy Efficient Party

