

# FOCUS ON HEAT PUMP WATER HEATERS

## Save Instantly on an ENERGY STAR® Heat Pump Water Heater (HPWH)

To maximize efficiency, ENERGY STAR certified electric storage water heaters use a high-efficiency heat pump to transfer heat from the surrounding air to the water—think of it like a refrigerator running in reverse. FOCUS ON ENERGY® has partnered with participating contractors to provide instant discounts starting at \$300 on these energy-saving products.

### Why Should I Upgrade to an HPWH?

**Serious energy savings.** ENERGY STAR certified HPWHs can save a household of four approximately \$330 per year on its electric bills compared to a standard electric water heater and up to \$3,470\* over the HPWH's lifetime. Larger families will save even more!

**A smart investment.** Although high-efficiency HPWHs have a higher upfront cost, the savings will pay back the difference in two years for a four-person household.

### Getting Your Discount Is Easy

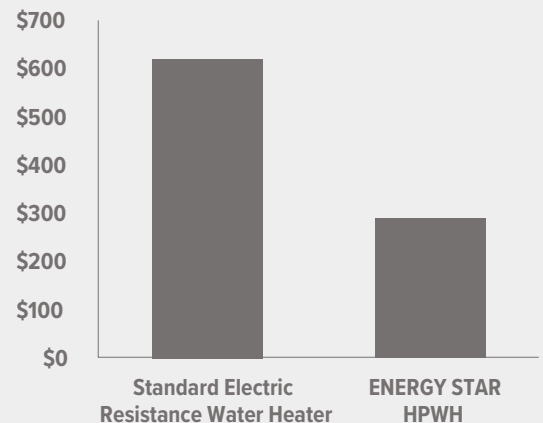
All you need to do is purchase qualifying equipment and we will take care of the rest. Talk to your contractor for more information.

\*energystar.gov

#### REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed. ©2022 Wisconsin Focus on Energy

Annual Energy Costs for an Electric Resistance Water Heater (four-person family)



ENERGY STAR HPWH 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

Assumes: Electricity rate of 12 cents/kWh  
Incremental cost = \$800; 13-year life span

[focusonenergy.com/waterheaters](https://focusonenergy.com/waterheaters)



focus on energy®

Partnering with Wisconsin utilities