

FOCUS ON
**MIDSTREAM
SOLUTIONS**

**2022 OVERVIEW FOR WISCONSIN
TRADE ALLIES**



focus on energy[®]

Partnering with Wisconsin utilities

Incentives for Qualifying Equipment

FOCUS ON ENERGY® partners with distributors and contractors to provide instant discounts to utility customers who purchase qualifying energy-efficient equipment, including:

- Commercial Kitchen Equipment
- Mini-Split/Multi-Split Heat Pumps
- Water Heaters (Gas Tankless and Electric Heat Pump)
- High-Performance Circulator Pumps

To be eligible for an instant discount, your customer's project must be located in Wisconsin and serviced by participating Focus on Energy utilities.



Commercial Kitchen Equipment

Commercial kitchens are notorious for high energy use—as much as three times more per square foot than other commercial buildings like offices or retail stores. Outfitting a commercial kitchen with ENERGY STAR® certified products could help save more than \$5,300 a year on energy costs.*



Mini-Split/Multi-Split Heat Pumps

Offer your customers new ways to save energy and stay comfortable year-round with a mini-split/multi-split heat pump. Did you know that heating and cooling cost the average homeowner more than \$900 a year*—nearly half the home's total energy bill? Qualifying mini-split/multi-split heat pump systems warm and cool air from a single device and distribute that air more efficiently than traditional heating systems and air conditioners. Incentives start at \$300.

Water Heaters

To maximize efficiency, ENERGY STAR certified electric heat pump 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. Or your customer can choose qualifying gas tankless water heaters, which cut water heating expenses by heating water only when it is needed, while also providing continuous hot water delivery. These models are a great choice for new construction and remodeling but are also becoming popular as a replacement for gas storage water heaters. Incentives for electric heat pump water heaters start at \$300 and gas tankless water heaters start at \$120.

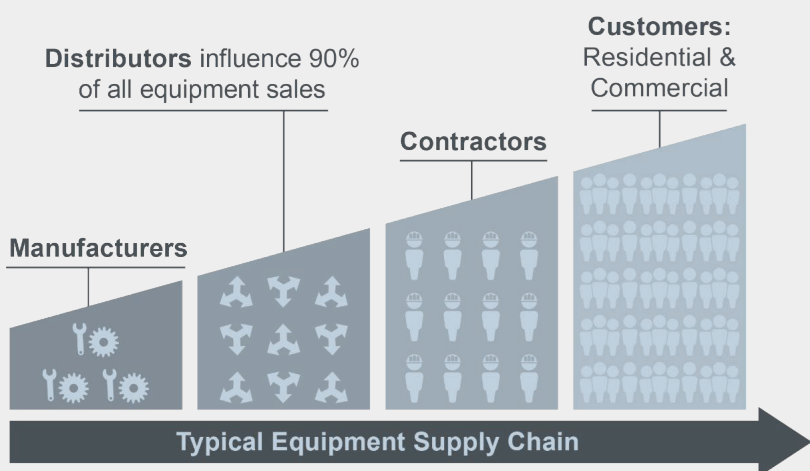


High-Performance Circulator Pumps

Variable-speed electronically commutated motor (ECM) circulator pumps can be 40% more energy efficient than single-speed pumps by matching the pump's flow speed to a building's demand.

Learn More and Get Started Today

Contact us to begin participating and for additional information, including instant discount amounts, qualifying equipment, and application submission details.



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*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