

New criteria for ENERGY STAR® water heaters

Higher efficiency storage water heaters gain new recognition

As a plumber, you are your customers' access point to the water heating world. Your customers view you as the expert on hot water, and it's you who they will come to when they have questions about water heating efficiency. It's possible that your customers may come to you with questions about ENERGY STAR® water heaters.

Today, 77% of households recognize the ENERGY STAR® label, up from 41% 10 years ago. Seventy percent of households demonstrated a high understanding of the labels meaning, up from 37% ten years ago.¹ As higher efficiency becomes a priority to your customers, it's important for you to be aware of how the ENERGY STAR label applies to water heaters.

Upcoming ENERGY STAR changes

Higher efficiency, ENERGY STAR qualified water heaters offer your customers greater energy savings. An increase in ENERGY STAR criteria for gas-fired storage water heaters is just a few months away as the label seeks to keep pace with technological developments that offer energy savings. More storage water heaters

0.62 EF, the DOE was able to create a foundation for ENERGY STAR in the water heating market, increasing buyer awareness and demand for qualified water heaters. Also, many fewer 0.67 EF models were available at the time, but as the market has evolved, manufacturers have continued to offer more qualifying models.

What this means for you and your customers

Water heaters that meet the increased criteria of 0.67 EF are much more efficient than those that meet current criteria, using significantly less gas than water heaters with a 0.62 EF. If you or your supplier has 0.62 EF water heaters labeled with the ENERGY STAR in stock after September 1, you can still sell them as ENERGY STAR compliant models until they are gone.

For many 0.67 EF gas storage water heaters, increased efficiency is made possible by power venting, which allows the system to heat water more efficiently and often requires electric power. Because a power vent pushes air out and pulls air in faster than standard venting models, power venting systems can

these products will be available in your area.

With so many improved gas storage water heaters available, there's no reason your customers can't start saving now. The ENERGY STAR label covers a variety of categories of water heater including electric heat pump, solar thermal, and tankless units. Sponsors of the Coalition for ENERGY STAR Water Heaters (CEE) — Rinnai, Rheem, Bradford White, and A. O. Smith — offer many of these models. Many states and local utilities are offering incentives for energy efficient purchases. Visit the Coalition online for more information on local utility rebates at www.eswaterheaters.org, and ask your local rebate administrator about what rebates are available in your area.

About ENERGY STAR

Established in 1992, ENERGY STAR is a joint program of the United



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States Environmental Protection Agency and the United States Department of Energy designed to save money and help address climate change through energy-efficient products and practices at home and at work. For more information, visit www.energystar.gov or call 1-888-STAR-YES. ■

1. According to the Consortium for Energy Efficiency's 2009 ENERGY STAR Awareness Survey.

Kara Rodgers is Natural Gas senior program manager for CEE and directs a three-person natural gas team responsible for guiding and growing CEE's initiatives focused on natural gas savings.

Grand Hall continues F.A.S.T. program for new unit

Contractors learn the ins and outs of the new Eternal Condensing hybrid tankless water heaters

DALLAS — Grand Hall's Factory Authorized Service Technician (F.A.S.T.) program (eternalwaterheater.com/support/contact_us.aspx) designed to provide reliable and quality installation and repair service to Grand Hall's water heating systems, held its first training session for the new Eternal Condensing hybrid water heater in Chicago, during the year's first quarter.

"The class was pivotal to our understanding of the new Eternal Condensing unit. Right now we can't even keep the new unit in stock," commented Bill Firestone, sales manager for Banner Plumbing. "The class was great. The style of the sessions is easy-going and interactive. After finishing the class, all attendees had acquired the necessary expertise."

Led by F.A.S.T. program developer Jim Firlein, the class involved more than 40 Chicago-area contractors who filled two full classes. By focusing the session solely on the new Eternal Condensing, attendees were able to gain complete understanding of the

unit's benefits and features as well as necessary installation knowledge.

The class is a supplement of the F.A.S.T. program which provides each contractor member with ongoing training, factory support and one-on-one instruction. Participating contractors reap the benefits of lead generation from inquiries on the Eternal web site where each F.A.S.T. member is indicated by a star symbol.

Jim Firlein, Eternal's Mid-Atlantic regional sales manager and F.A.S.T. program developer, said, "Previously, due to the full year warranty on labor, if these contractors got a call back within that year they would have to fix the problem on their dime. Now we prepare the contractors to ensure everything is installed correctly the first time and the contractors are being reimbursed by Grand Hall, Eternal's manufacturer, for their time."

For more information on becoming F.A.S.T. certified or to learn more about on Eternal Condensing Hybrid, visit www.eternalcondensed.com, email Eternalsales@grandhall.com, or call toll free, 1-877-934-7455 from 7am to 7pm CST, M-F.

Type of ENERGY STAR Water Heater	0.62 Gas Storage	0.67 Gas Storage	Whole-home Gas Tankless	Solar	Electric Heat Pump
Annual Consumption Estimate	242 therms	224 therms	183 therms	130 therms	2195 kWh
Annual savings	Up to 7.3% compared to a standard efficiency gas unit	Up to 14% compared to a standard efficiency gas unit	Up to 30% compared to a standard efficiency gas unit	Up to 50% compared to a standard efficiency electric unit	Up to 55% compared to a standard efficiency electric unit
According to the U.S. Department of Energy 2009 Water Heater Market Profile					

of higher efficiency are becoming available and will be recognized by ENERGY STAR.

On September 1, 2010, the minimum Energy Factor (EF) for gas storage water heaters will increase from 0.62 to 0.67. Criteria for all other water heater technologies recognized with the ENERGY STAR label will remain unchanged.

Water heaters first gained the ENERGY STAR label in January of 2009 with an EF minimum of 0.62 EF for gas storage water heaters. The Department of Energy (DOE) recognized this as a starting point from which families could begin saving money and energy. While models with a 0.62 EF are a good start, 0.67 EF models will help them save even more.

By setting the initial criteria at

go through the wall or upward through the roof to the outdoors. However, some manufacturers offer 0.67 EF water heaters that can be commonly vented with other gas-fired appliances. Be sure to follow manufacturers' installation instructions and to talk through the installation requirements with your customers.

Find out more about what's available in your area

Several gas storage heaters with 0.67 EF are available on the market now. Manufacturers such as A. O. Smith, Bradford White, and Rheem offer a variety of ENERGY STAR rated gas storage water heaters, including many new models created in preparation for the upcoming criteria change. Ask your wholesaler when