A utility worker wearing a bright yellow-green hard hat with the Ameren logo, safety glasses, a high-visibility vest, and work gloves. He is looking off to the side with a focused expression. In the background, there are utility poles and power lines, and another worker is visible on a lift bucket.

**Heat Pump Water Heaters  
Product/Sales Training  
Francois Lebrasseur, State Water Heaters**

# PRODUCT

## Residential HPWH Product Line

Full portfolio of ENERGY STAR® qualified residential heat pump water heaters.  
Electronic thermostat; Grid enabled via CTA 2045 port adapter

**-Annual EE savings:** > 2,500 kWh saved compared to a standard electric water heater of similar performance

**-Annual GHG reduction:** ~2 metric tons compared to a standard electric water heater of similar performance.

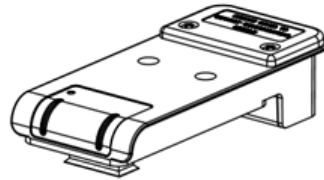
- ❑ 50, 66, and 80 gallon models
- ❑ 10 and 6 year warranty options
- ❑ High efficiency operation 3.45 UEF
- ❑ NEEA Tier 3 Qualified models
- ❑ Duct kit available for all models for confined space installations



# CTA-2045 Grid Connected Capable



**Residential HPWH**



**A. O. Smith Port Adapter**



**UCM Module**

## Capabilities

Shed Load

Shift Load

Add Load

Regulation

Load Balancing

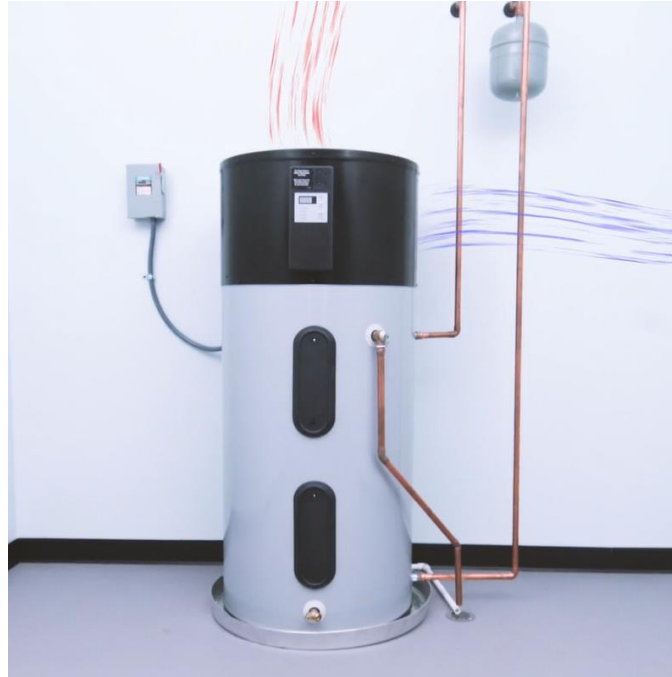
Renewable Integration

Price Controlled

More.....

OADR Compatible

# How the Proline<sup>®</sup> XE Works



<https://player.vimeo.com/video/235024851>

## How the Proline® XE Works

The Proline® XE Hybrid Electric Heat Pump Water Heater **pulls heat from the surrounding air and deposits the heat into the tank.** The end result is very efficient production of hot water, with cooler and dehumidified air as a welcome by-product.

It works in the following manner:

- 1 A fan brings air through the top mounted air filter
- 2 Heat in the air is absorbed by the refrigerant inside the evaporator coil
- 3 The refrigerant is pumped through a compressor, which raises the temperature and pressure
- 4 Hot gaseous refrigerant is circulated through the coil and transfers heat to the water
- 5 The coil and storage tank are surrounded by “Environmentally-Friendly” Non-CFC foam insulation to reduce standby heat loss



# All Climates



- **Wide Temperature Operating Range**

- Heat pump will operate when the ambient air temperature is 45°F - 120°F

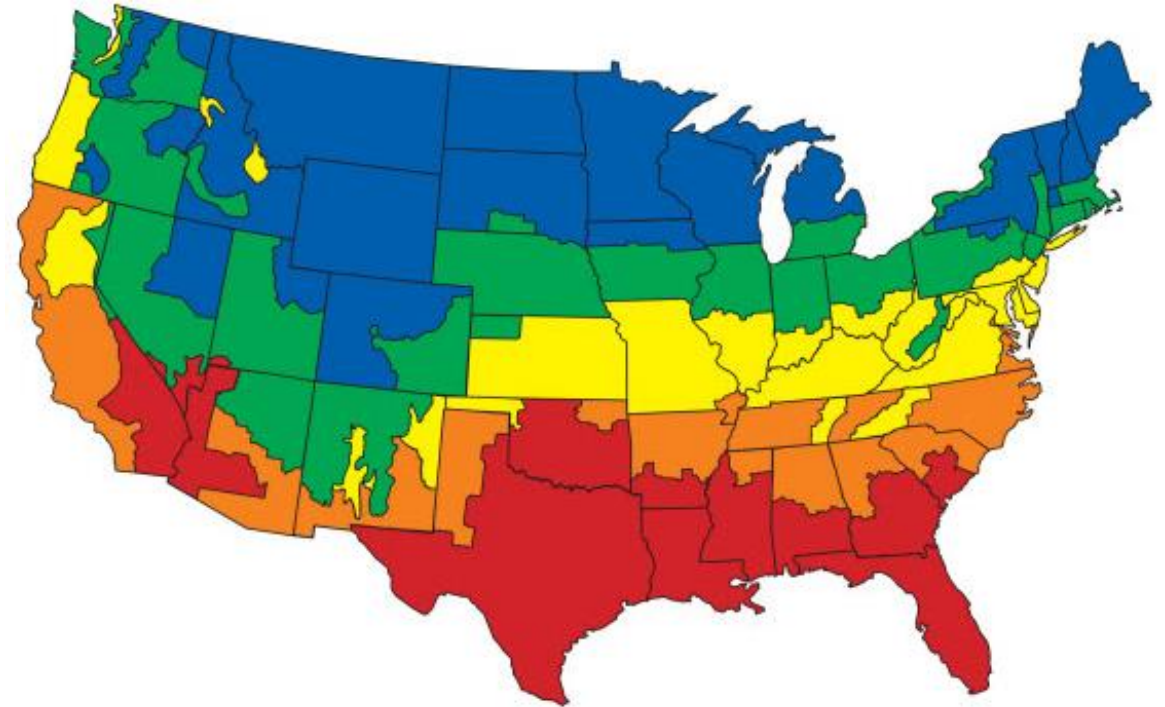
- **Installed Indoors**

- **Great in Basements**

- Relatively steady temperature year round
- Heat pump acts as a dehumidifier

- **Northern Climates**

- Northern states often have some of the highest electric rates which can lead to greater savings and faster payback



## Installing a Proline<sup>®</sup> XE

Installs similarly to a standard electric water heater with a few differences:

- **Minimum Space Requirements**
  - Recommend a minimum of 700 ft<sup>3</sup>
  - Some options for smaller installation spaces
- **Condensate**
  - Primary and secondary condensate ports should be plumbed to a floor drain or condensate pump
- **Side Water Connections**
  - Keeps water away from the electronics and heat pump components at the top of the heater





## Inlet & Outlet Ducting

*Optional Inlet/Outlet Ducting Kit\* can be used for confined space installations*

- A heat pump requires a minimum room size of 700 ft<sup>3</sup> for proper operation
- Pull air from and/or exhaust air to an adjacent space
- No minimum space requirement for installation if both inlet and outlet are ducted
- Allows up to 10 feet of total ducting (inlet+outlet), or up to 25 feet when using a duct booster fan kit

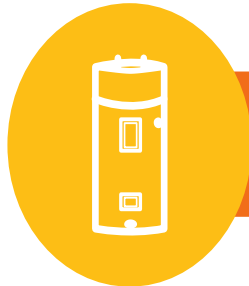


# SALES APPROACH

## Meeting a Customer for the First Time



How do you identify a Heat Pump Water Heater customer?



What concerns might a customer have?



How would you respond?

# Finding Heat Pump Water Heater Customers



Are you a homeowner?

Do you have existing electric water heat?

Is your water heater located in a garage, basement, attic or utility room 10' x 10' or larger?



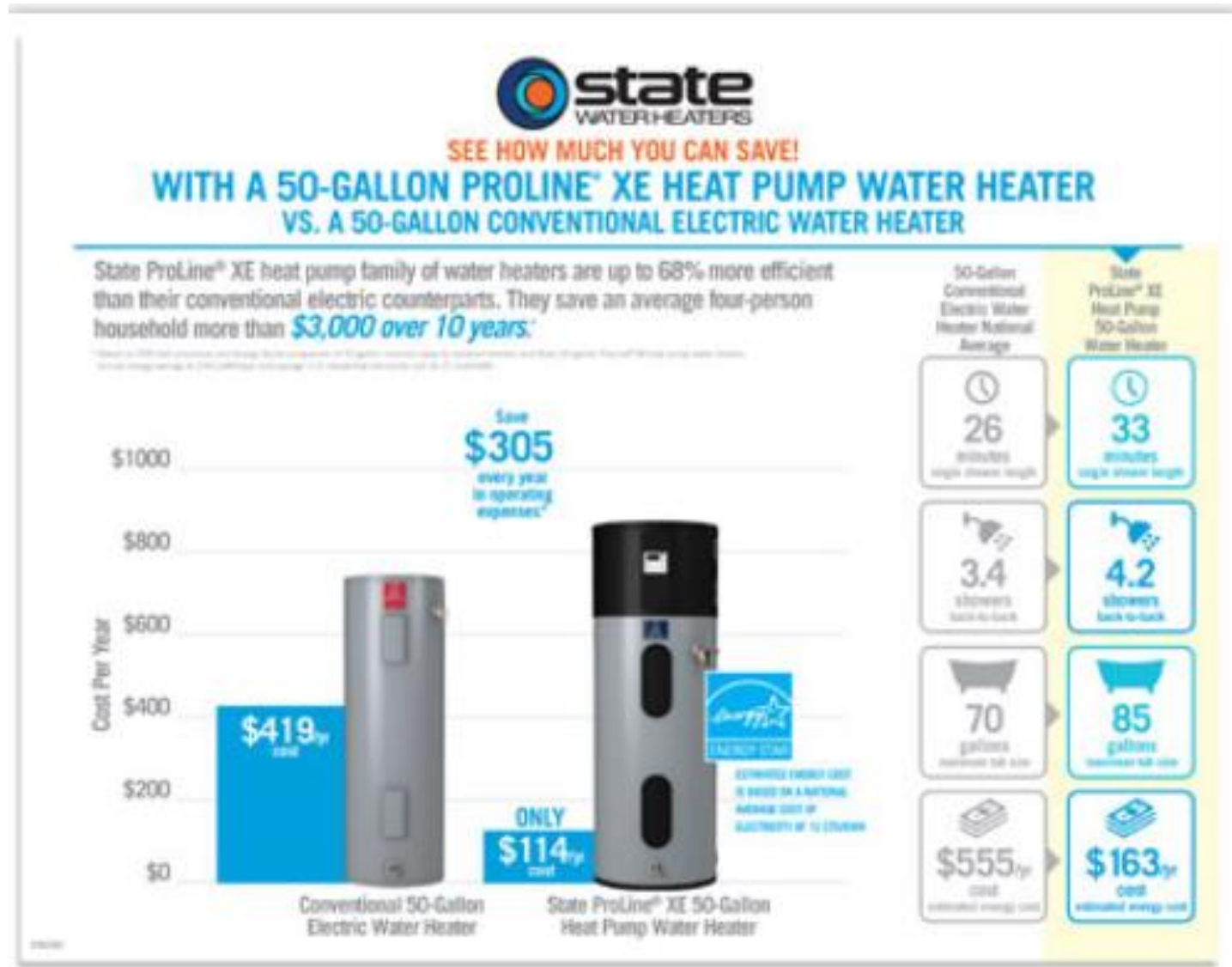
# Explaining the Technology Features



## Heat pump technology:

- Heat is moved from the surrounding air to the water in the tank
- Pulling heat instead of creating heat allows for 68% less energy use
- 6 or 10 year warranty

# Residential HPWH – Energy Savings



# Explaining the Technology Features



**68% reduction** in electric water heating costs. Saves the average homeowner \$305 every year on the electric bill.

**Immediate \$ savings** with Utility rebates



Peace of mind through 6 to **10 yr. warranty**



Same **reliable hot water** delivery. 2 back-up electric elements when quick recovery is needed

# How would you respond?



*It's too expensive...*

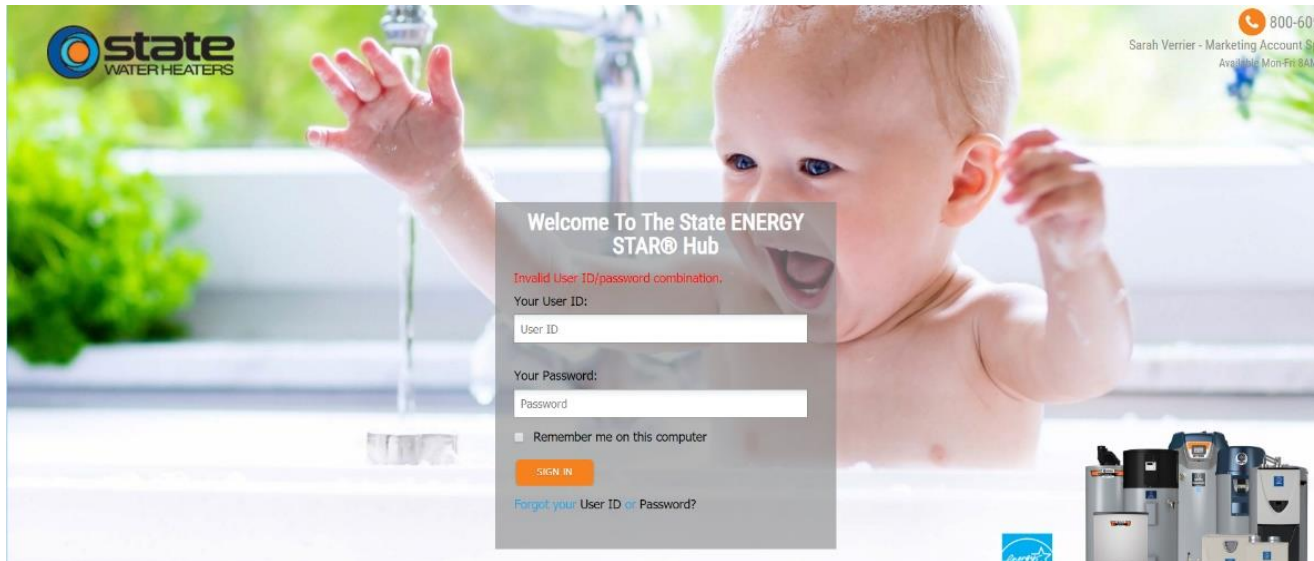
**68% savings and Utility rebates**

*I'm not sure these are reliable...*

**Same technology as your refrigerator and car AC units 6 or 10 year warranty**







- Print on Demand
- Digital downloads
- Sales videos
- Customizable promotional tools
- Lifestyle images

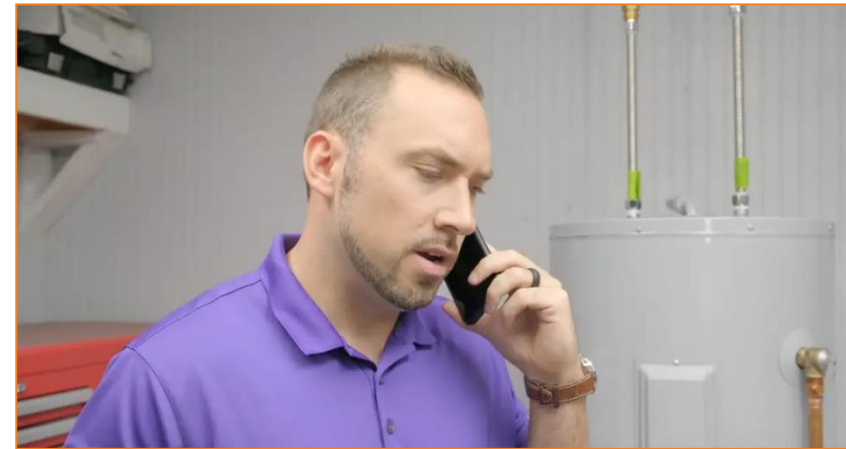
<https://state.mymarketingbench.com/>

# New Videos....How to Sell a HPWH

## Home Call



## Phone Call



<https://state.mymarketingbench.com/>

## Consumer Advertising



**State ProLine XE Heat Pump Water Heaters are up to 70% more efficient\* than standard electric water heaters.**

**Save on Upgrade Costs Now | Save with a \$700 instant rebate from Pacific Gas and Electric.**

**Save on Energy for Years to Come | Save up to \$305 on your utility bills each year.\***



\*Based on EER and energy factor comparison of 50-gallon standard capacity standard electric and State 50-gallon ProLine® heat pump water heaters. Annual energy savings of 2545 kWh/year and average U.S. residential electricity cost of \$2.00/kWh.

- Connect with AOS Contractors
- Customize on the fly
- Target select zip codes
- Co-fund with AOS
- Digital and Print

<https://state.mymarketingbench.com/>

# Seasonal Campaign Available Items for Co-Funding



- 6x11" Postcard
- 6x11" Magnet
- Postcard
- Table Tent
- Poster
- Digital Banner Ads



<https://state.mymarketingbench.com/>

# Incentives-Air Source Heat Pump Water Heaters

- An Air Source Heat Pump Water Heater installed by a registered Program Ally qualifies for a financial incentive of \$500
- Two qualifications apply:
  - 1) The customer must have and Ameren Illinois Residential [DS1] electric account
  - 2) The installed Air Source Heat Pump Water Heater must be [ENERGY STAR® certified](#)



\*\*Special note for homeowners: There is a **\$300 Federal Tax Credit** available on Heat Pump water heaters, on top of your instant rebate.

[https://www.energystar.gov/about/federal\\_tax\\_credits/non\\_business\\_energy\\_property\\_tax\\_credits](https://www.energystar.gov/about/federal_tax_credits/non_business_energy_property_tax_credits)

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# QUESTIONS



***AmerenIllinoisSavings.com***

