



FOCUS ON COLD CLIMATE HEAT PUMPS



COLD CLIMATE AIR SOURCE HEAT PUMPS SAVE MONEY & IMPROVE EFFICIENCY

BENEFITS

Greater Efficiency: Cold Climate Air Source Heat Pumps are more energy-efficient and cost less to operate than propane, oil, and electric resistance.

Improved Safety: Homeowners eliminate the risk of direct carbon dioxide and monoxide emissions and no longer need to worry about running out of fuel.

Smarter Technology: Heat pumps can generate more energy than they use because they are centralizing and moving heat rather than creating it directly.

Reduced Carbon Emissions: For the average house, installing electric heat pumps in place of a gas furnace and gas water heater will reduce heating emissions more than 45% over the next 10 years. That is the equivalent of cutting your gasoline car's carbon pollution by more than half.*

**The Sierra Club*

HOW IT WORKS

- Heat pumps move existing heat from one place to another instead of burning fuel or using electric resistance like most HVAC systems.
- Heat is extracted from outdoor air, concentrated via a compressor, and then delivered through an indoor room unit.
- When running, motors and fans speed up or slow down to provide just the right amount of heating or cooling limiting frequent on/off cycles.
- Heat pumps need electricity to operate but distribute more energy than supplied since they're moving and concentrating heat rather than producing it directly



Get started today!

Have Questions? Call: 800.762.7077 or visit: focusonenergy.com/new-home



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.

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