

FOCUS ON

# MAKING THEIR BUILDINGS BETTER



Midstream Incentives for  
High-Performance Circulator Pumps



**focus on energy**<sup>®</sup>

Partnering with Wisconsin utilities

# Get 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 high-efficiency versus 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.

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.\*

## 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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[focusonenergy.com/midstream](https://focusonenergy.com/midstream)

\*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. ©2023 Wisconsin Focus on Energy