

FOCUS ON

# MAKING CUSTOMER COMFORT EASY



Midstream Incentives  
for Water Heating



**focus on energy**<sup>®</sup>

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

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. Natural gas storage (tank-type) water heaters use large, insulated tanks to store cold water and are heated using natural gas when the tank is full. Or your customer can choose qualifying natural 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.

## 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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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