



SAVINGS  
WITH  
**STAYING  
POWER**

# 2021 WATER HEATERS



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**U.S. Department of Energy (DOE)**  
**Energy Efficiency and Renewable Energy**  
[energy.gov/energysaver](https://energy.gov/energysaver)

**ENERGY STAR**  
[energystar.gov](https://energystar.gov)

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Your Touchstone Energy® Cooperative 

[consumersenergy.coop](https://consumersenergy.coop)



Your Touchstone Energy® Cooperative 

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800-696-6552

This institution is an equal opportunity provider and employer.

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## Why Electrify?

Our rebates encourage members to select premium electrical systems to control costs. It sounds counterintuitive, but the more member-consumers use electricity for things they would otherwise do with gas or other fuel sources, the more we all save. The cooperative, and you as its member, benefit from electric water heater installations on the lines because the units improve the utilization of the electric grid and excess generation capacity year-round. Heat pump water heaters help lower summer peak usage while helping to control the average price of electricity.

## YOUR WATER HEATER

### GET THE FACTS

Experts say that 85% of approximately nine million water heaters sold in the U.S. each year are replacements for old, leaking or inefficient water heaters. Familiarizing yourself with water heater options today will allow you to make an informed and energy-wise purchase when the time comes to replace that older unit.

The average lifespan of a water heater is 13 years, but due to minerals in much of Iowa's water, many units have a shorter average lifespan. Unfortunately, most people will purchase a new water heater only when the old one breaks down. When they see rusty water leaking all over the basement, they call a plumber and will often buy the first water heater they can find quickly.

The Iowa Energy Center reports that about 13% of your home's total energy cost each year goes toward water heating. So, it pays to spend some time thinking about what kind of water heater you want installed in your home.

### AN OPTION TO CONSIDER

Electric heat pump water heaters use significantly less energy to heat the same amount of water by transferring heat instead of creating it. You could save up to 15% on your monthly household electric bill.

## REPLACING YOUR WATER HEATER

Although there are many types of water heaters today, most homeowners install dependable storage type units. Owning one of these high-efficiency electric water heaters is easy with rebate programs offered by your electric cooperative.

Some factors to consider when replacing your water heater are:

- The needs of your family. If your current water heater doesn't provide enough hot water or if your family is still growing, you may want to consider going with a larger unit.
- Tank material. A major reason that water heaters fail is from rust and corrosion. Some water heaters have plastic tanks that do not corrode.
- Energy efficiency. You may want to consider an ENERGY STAR® heat pump water heater that can reduce your water heating energy consumption by up to 70% compared to a standard electric water heater.
- Warranties and rebates. The rebates available from your cooperative can help lessen the financial burden of installing a new water heater. The rebate for heat pump water heaters can be over half the cost of the unit. Warranties can range from a few years to a lifetime.

## REASONS TO CHOOSE ELECTRIC

- Electric water heaters may cost less money to buy and maintain.
- Electric water heaters have no flame, no carbon monoxide and no potential leaks in exhaust flues or fuel lines.
- Electric water heaters have highly insulated tanks and use less energy in heat loss recovery.
- Many electric water heaters have lifetime warranties and are made of durable, non-rusting materials. A lifetime warranty can lower your average yearly cost.
- Electric water heaters can easily be turned off or on with a flip of a switch to save energy, or when you are away from home for several days.