



High efficiency central air conditioners are good for household budgets and great for the environment.

With Wisconsin in the midst of one of its mildest winters and with recently released reports announcing 2007 could be the warmest year ever, many people are already thinking about the possibility of scorching summer temperatures. As an HVAC contractor, this warm-weather forecast presents the perfect opportunity to talk to customers about the cost-saving and environmental benefits of energy efficient central air conditioners.

To help you promote the purchase of high efficiency central air conditioner units, Focus on Energy's Efficient Heating & Cooling Initiative is offering as much as \$200 in customer Cash-Back Rewards on properly installed units with SEER levels of 14 or higher. These Cash-Back Rewards are only available to customers through contractors partnering with the Efficient Heating & Cooling Initiative, giving these contractors a unique selling tool for their services.

Purchasing a high efficiency central air conditioner is not enough to ensure a reduction in energy expenditure. Proper installation of the unit is key to its performance level. Ensuring proper refrigerant charge and airflow are achieved, as well as correct coil combination and unit size is essential to not only the functionality of the unit, but also necessary in order to qualify for one of the Efficient Heating & Cooling



Initiative's Cash-Back Rewards. Look for more information about the importance of accurate installation and sizing in an upcoming issue of Wisconsin Perspective.

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For more information about becoming one of Focus on Energy's Efficient Heating & Cooling Initiative's partnering contractors or about Cash-Back Rewards on central air conditioner units, call 800.762.7077, or visit focusonenergy.com.

Look for the ENERGY STAR® to help identify energy efficient central air conditioners.



According to the U.S. Environmental Protection Agency's (EPA) ENERGY STAR Program, nearly one-sixth of

all electricity in the United States is used to air condition buildings. Each minute an air conditioner is running means more money spent on electricity and more pollution being released into the air. Investing in an energy efficient central air conditioner is the best way to maintain a comfortable temperature throughout a residence or building while reducing the amount of energy used and ultimately the utility bill.

Many of the high efficiency air conditioner units eligible for the Efficient Heating & Cooling Initiative's customer Cash-Back Rewards are ENERGY STAR qualified. Products featuring the ENERGY STAR have met stringent guidelines set forth by the EPA and U.S. Department of Energy making them the most energy efficient available. ENERGY STAR qualified central air conditioners are up to eight percent more energy efficient than standard models. Identifying these products is as easy as looking for the ENERGY STAR label.

For more information about ENERGY STAR qualified central air conditioners, visit energystar.gov.