



High efficiency cooling equipment is good for budgets and great for the environment

When summer temperatures hover around the “sizzle” mark, cooling off is a priority for your customers.

Central air conditioners are a popular choice for homeowners and small businesses, but they can waste a lot of energy, especially if the equipment is old, the wrong size or improperly installed.

Fortunately, air conditioners have improved a lot in the last few years. Today's efficient models are required to be at least 13 SEER, but 20+ SEER models are available and can use almost 50 percent less energy than typical equipment from a decade ago.

Geothermal, air source heat pumps and mini-split/ductless systems are increasingly popular alternatives for residential cooling. Depending on the equipment, these systems can provide heating, cooling, domestic hot water and effective zoning for convenience and comfort. And because they are labeled using the same SEER ratings as central air conditioners, it is easy for your customers to weigh the benefits of these alternative systems to a more conventional one.

To help you promote the purchase of high efficiency cooling products to homeowners, Focus on Energy offers up to \$200 in customer Cash-Back Rewards on central air conditioners with SEER levels of 14 or higher, as well as air source heat pumps, geothermal heat pumps and mini-split/ductless air conditioners and heat pumps. These Cash-Back Rewards are only available to customers through contractors partnering with the Focus on Energy Efficient Heating & Cooling Program, giving these contractors a unique selling tool for their services.

Businesses can benefit, too

About 15 percent of all the electricity generated in the US is used to air condition buildings.* Energy efficient cooling equipment, like chillers, rooftop air conditioners and packaged terminal units, can help reduce these costs for businesses.

Chillers typically consume more electricity than any other single energy-consuming device in commercial buildings, and inefficient chillers waste significant amounts of electricity. Annual energy costs for a chiller may amount to as much as one-third of the purchase price, so even a modest improvement in efficiency can yield substantial energy savings and attractive paybacks.

For room by room control, your business customers can combine attractive appearance with state-of-the-art technology to minimize energy usage and ensure their guests' comfort with Packaged Terminal Air Conditioners (PTACs) and Packaged Terminal Heat Pumps (PTHPs). These sleek units deliver personal comfort year-round, room by room, for hotels, motels, apartments, office buildings, schools, nursing homes and more, while saving money.

To help promote the purchase of high efficiency cooling products to businesses, Focus offers financial incentives on rooftop air conditioners, electric chillers, PTACs and PTHPs.

For more information about Focus on Energy's Efficient Heating & Cooling Program or about Cash-Back Rewards on cooling equipment, call 800.762.7077, or visit focusonenergy.com/ehcp.

* Source: Annual Energy Outlook 2007 Report #:DOE/EIA-0383(2007)



Performance is in the details

Purchasing a high efficiency central air conditioner is not enough to ensure a reduction in energy expenditure. To maximize the efficiency of cooling equipment, be sure to choose the correct size unit for the intended space. If the unit is too large for the square footage, it will cost more to run both upfront and throughout the equipment's life. For the utmost accuracy in sizing, consider using a load calculation such as Manual J provided by the Air Conditioning Contractors of America (ACCA).

Mismatched coils can also significantly hinder an air conditioner's performance, reducing its SEER level to the point it may no longer meet the federal minimum requirement. It's also important to replace both the evaporator and condenser coils at the same time to help ensure the coils are a matched set.