



**Heat Pump Water Heaters  
Product/Sales Training**

# Meeting a Customer for the First Time



How do you identify a Heat Pump Water Heater customer?



What concerns might a customer have?



How would you respond?

# Finding Heat Pump Water Heater Customers

Are you a homeowner?

Do you have existing electric water heat?

Is your water heater located in a garage, basement, attic or utility room 10' x 10' or larger?



# Explaining the Technology Features



## Heat pump technology:

- Heat is moved from the surrounding air to the water in the tank
- Pulling heat instead of creating heat allows for 68% less energy use
- 6 or 10 year warranty

# Explaining the Technology Features



**68% reduction** in electric water heating costs. Saves the average homeowner \$305 every year on the electric bill

**Immediate \$ savings** with Utility rebates



Peace of mind through 6 to **10 yr. warranty**



Same **reliable hot water** delivery. 2 back-up electric elements when quick recovery is needed

# How would you respond?



*It's too expensive...*

68% savings and  
Utility rebates

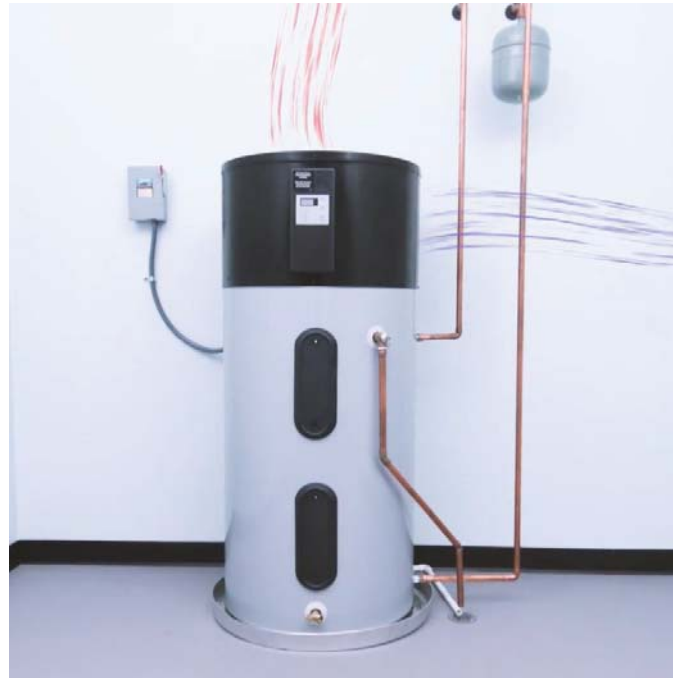
*I'm not sure these  
are Reliable...*

Same technology as  
your refrigerator and  
car AC units

6 or 10 year warranty



# How the Voltex<sup>®</sup> Works



<https://player.vimeo.com/video/235024851>

# How the Voltex<sup>®</sup> Works

The Voltex<sup>®</sup> Hybrid Electric Heat Pump Water Heater **pulls heat from the surrounding air and deposits the heat into the tank.** The end result is very efficient production of hot water, with cooler and dehumidified air as a welcome by-product.

It works in the following manner:

- 1 A fan brings air through the top mounted air filter
- 2 Heat in the air is absorbed by the refrigerant inside the evaporator coil
- 3 The refrigerant is pumped through a compressor, which raises the temperature and pressure
- 4 Hot gaseous refrigerant is circulated through the coil and transfers heat to the water
- 5 The coil and storage tank are surrounded by “Environmentally-Friendly” Non-CFC foam insulation to reduce standby heat loss





# All Climates

- **Wide Temperature Operating Range**

- Heat pump will operate when the ambient air temperature is 45°F - 120°F

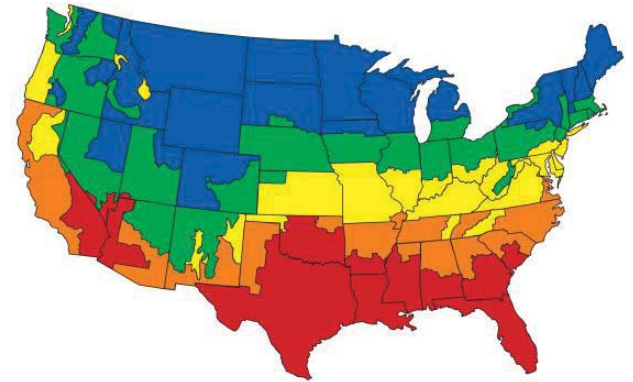
- **Installed Indoors**

- **Great in Basements**

- Relatively steady temperature year round
- Heat pump acts as a dehumidifier

- **Northern Climates**

- Northern states often have some of the highest electric rates which can lead to greater savings and faster payback



# Installing a Voltex®

Installs similarly to a standard electric water heater with a few differences:

- **Minimum Space Requirements**

- Recommend a minimum of 700 ft<sup>3</sup>
- Some options for smaller installation spaces

- **Condensate**

- Primary and secondary condensate ports should be plumbed to a floor drain or condensate pump

- **Side Water Connections**

- Keeps water away from the electronics and heat pump components at the top of the heater



# Inlet & Outlet Ducting

- ***Optional Inlet/Outlet Ducting Kit\* can be used for confined space installations***

- A heat pump requires a minimum room size of 700 ft<sup>3</sup> for proper operation
- Pull air from and/or exhaust air to an adjacent space
- No minimum space requirement for installation if both inlet and outlet are ducted
- Allows up to 10 feet of total ducting (inlet+outlet), or up to 25 feet when using a duct booster fan kit



# Sales/Training Tools

## Counter Display



Dimension s 8.5"x14"

## Heat Pump Shells



## Product Training



## Consumer Brochure/Tearpads

## Contractor Rewards

## Pocket Guide

**HEAT PUMP WATER HEATER vs. STANDARD ELECTRIC**  
Lower bills. Big rebates. Plenty of hot water. A heat pump water heater is just a smarter choice – see how it stacks up.

WATER HEATER COMPARISON	Standard Electric Water Heater	Heat Pump Water Heater
ESTIMATED ANNUAL ELECTRIC WATER HEATING COSTS	\$419	\$114
SAVINGS PER YEAR	\$0	\$305
LIFETIME SAVINGS (Based on 10 year warranty)	\$0	\$3,050
UTILITY REBATES & TAX CREDITS	No	Yes
REBATE OF INCREMENTAL COSTS	N/A	3 Years (or less) with local government rebates
WARRANTY (Tank and parts)	6 Years	10 Years
ENERGY STAR (Meets ENERGY STAR specifications for energy efficiency)	No	Yes
UNIFORM ENERGY FACTOR (Ratio of energy used to generate hot water. The higher the number, the more efficient the unit and the less it will cost to operate)	0.89-0.95	3.42
FIRST HOUR HEATING (Number of gallons of water a fully bricked-in water heater can deliver in the first hour of use)	57-62	66

**AC Smith.**  
Innovation has a name.

**HEAT PUMP WATER HEATER INSTALLATION TIPS**

CONDENSATE MANAGEMENT	ABOVE GRADE (e.g., garage)	BELOW GRADE (e.g., basement)
	<ul style="list-style-type: none"> <li>Pump to outside</li> <li>Laundry drain</li> </ul>	<ul style="list-style-type: none"> <li>Pump to outside</li> <li>Floor drain</li> <li>Laundry drain</li> </ul>
ROOMS > 100 SQ FT	<ul style="list-style-type: none"> <li>Manufacturer required clearance</li> </ul>	<ul style="list-style-type: none"> <li>Rooms &gt; 100 SQ FT</li> <li>Manufacturer required clearance</li> </ul>
LOCATION CONSIDERATIONS		<ul style="list-style-type: none"> <li>Manufacturer required clearance</li> </ul>
POTENTIAL SUPPLIES		
	<ul style="list-style-type: none"> <li>PVC pipe and elbows, primer, glue</li> <li>Flex connect, 3/8 inch flex connect</li> <li>Condensate pump</li> </ul>	<ul style="list-style-type: none"> <li>Venting kit / supplies</li> <li>Seismic strapping</li> <li>Foam pad</li> </ul>
PRO-TIPS		
	<ul style="list-style-type: none"> <li>Use product per code and manufacturer specs</li> <li>Condensate pipes sloped per code</li> <li>Ensure access for filter cleaning</li> <li>No need to fill top with flex connects</li> </ul>	<ul style="list-style-type: none"> <li>Prime and glue all PVC connections</li> <li>Allow clearance for sacrificial rod</li> <li>Install noise dampening features as needed</li> </ul>
For more information, visit <a href="http://HotWater.com">HotWater.com</a>		
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