



DON'T GET CAUGHT IN COLD WATER

Save energy and money, and get reliable performance when you upgrade your water heater.



Between the bath, kitchen and laundry room, hot water is always in demand, making up **20% of the average home's energy bill**. Installing a high-efficiency water heater is a great way to lower those costs and enjoy dependable hot water without worry.

We can help you find the most efficient gas and electric models.



WHEN TO REPLACE

If your existing water heater is more than 10 years old, it's a good time to make a replacement plan. Don't wait for an emergency and a pricey cleanup.

WARNING SIGNS

- The 10-year mark
- Failure to heat water consistently
- Rusty water out of the hot faucet
- Leaking water around the water heater
- Rumbling and noise



Did you know?

The average household spends
\$200-\$400
on water heating each year.



KNOW YOUR OPTIONS



Gas tank water heaters

High-efficiency models save energy and money thanks to enhancements such as better insulation, heat traps and more efficient burners.



Heat pump water heaters

The only electric water heating solution to earn the ENERGY STAR® label, heat pump water heaters are the most efficient electric option. With advanced controls like vacation mode, they can even save you energy and money when you're away.

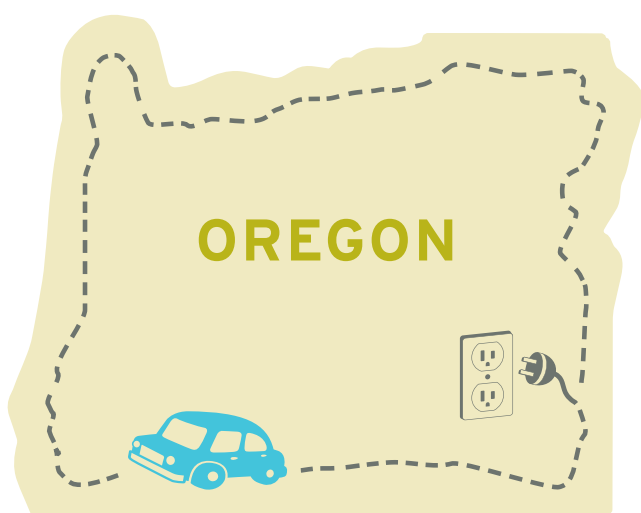


Tankless water heaters

Models work well in households with limited space, or where large volumes of hot water (for frequent showers, laundry, etc.) are needed in quick succession.

Did you know?

In 2021, over **3,000** heat pump water heaters were installed with the help of Energy Trust trade allies and participating retailers. **That's enough energy saved to power more than 7,600 laps around Oregon in an electric car.**



INSTALLATION TIPS

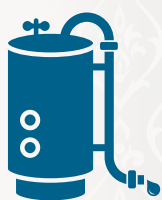
LOCATION

- Replacement is easiest if your new water heater goes right where your old one was, and if you keep the same fuel type.
- Make sure your water heater is properly secured for seismic activity. See local code requirements for details.

TANK SIZE

- Consider the recovery rate, which indicates how quickly hot water is replenished in the tank.
- Refer to the manufacturer's recommendation for tank size, and discuss with your retail associate or contractor.

1868



Fun fact: The first residential water heater was invented in 1868 by an English painter named Benjamin Waddy Maughan. **It used heated gases and was named “the geyser” after an Icelandic hot spring.**



FIND AN EXPERT

If you need help choosing the right water heating solution, we can connect you with a trade ally contractor to assist with selection and installation.

If you already know which water heater you need, you can get instant discounts when you purchase from select retailers.

+ Get more from your energy

Learn more about Energy Trust instant discounts and how to connect with a trade ally contractor or retailer at www.energytrust.org/water.

Serving customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista.

Energy Trust of Oregon

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Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Pacific Power, Portland General Electric, NW Natural, Cascade Natural Gas and Avista save on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future. **Printed on recycled paper that contains post-consumer waste. 1/24**