



CHOOSE AN ENERGY STAR® CERTIFIED ELECTRIC STORAGE WATER HEATER

The simple
choice for
energy
efficiency.



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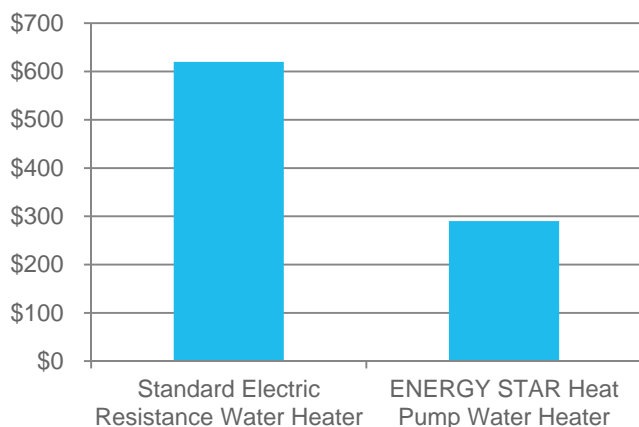
Soak In The Savings!

Electric storage water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and help prevent climate change. In fact, they:

- Use less than half the energy of a standard electric storage water heater
- Can save a four-person household \$330 or more per year in energy bills*

To improve efficiency, ENERGY STAR certified electric storage water heaters use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water. They are referred to as **heat pump water heaters (HPWHs)**.

Figure 1: Annual Energy Costs for an Electric Storage Water Heater (4-person Family)



Avoid flooding!

If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified water heater BEFORE it fails.

Take Advantage of Incentives

Many utilities offer incentives for purchasing ENERGY STAR certified HPWHs. The table below shows several examples from across the country. Check with your local utility for more details or go to www.energystar.gov/rebatefinder.

Table 1: ENERGY STAR Certified HPWH Rebates

State	Utility	Incentive
CA		\$300
HI		Up to \$700
MA		\$750
ME		\$750
NH		\$500-600
WA		\$500

Save Thousands of Dollars

An ENERGY STAR certified HPWH can save a four-person family \$3,400 or more* over its lifetime and can pay for its additional cost in a couple of years.

Table 2: ENERGY STAR HPWH Savings Based on Household Size

Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$160	4.9	\$1,340
3	\$250	3.2	\$2,400
4	\$330	2.4	\$3,470

Assumes: Electricity Rate of 12 cents/kWh;

Incremental cost = \$800; 13-year lifespan

***NOTE:** Hawaii cost savings is more than 3x these calculations as our average rate is 42 cents/kWh as of 2025. For current rates, visit: hawaiianelectric.com/billing-and-payment/rates-and-regulations/average-price-of-electricity.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.