

BPA – DHP MESSAGING & COPY LIBRARY

Ductless Heat Pump (DHP) — Messaging

Efficient heating and cooling system that operates without ducts.

Definition

(Provided by NEEA) A ductless heating and cooling system is a highly efficient zonal heating and cooling system that does not require the use of air ducts. Ductless systems consist of an outdoor compressor unit and one or more indoor air-handling units, called “heads”, linked by a dedicated refrigerant line. Indoor heads are typically mounted high on a wall or ceiling covering a 3 inch hole where the refrigerant line passes through from the outside unit, which is mounted at the base of the house. Each indoor head corresponds with a heating and cooling zone that can be controlled independently.

Ductless Systems consist of several parts:

- An outdoor unit that contains a condensing coil, an inverter-driven variable speed compressor, an expansion valve and a fan to cool the condenser coil.
- An indoor unit that contains an evaporator and a quiet oscillating fan to distribute air into throughout the heating zone.
- A refrigerant line-set that is made of insulated copper tubing and is housed in a conduit alongside a power cable, and a condensation drain.
- A remote control that can be used to set the desired temperature and program in night-time settings.

Value Proposition

Ductless heat pumps are an affordable, easy to install, technology that can dramatically reduce the energy wasted in homes heated by other less efficient electric heating like baseboard, wall heaters and electric furnaces. Since DHP include AC as well as heat, they provide year round comfort. Your utility is here to help with information and financial support.

Overall Message

If you have electric baseboard, wall heat, or an electric furnace, a Ductless Heat Pump can reduce the energy you are wasting when you heat your home, lower your electricity bill, and increase your comfort year round. Your utility is here to help with information and you could qualify for significant incentives to help you make the switch.

Messaging Themes

1. Reduce energy waste

- Electric baseboard, wall heaters, and electric forced air furnaces are an extremely wasteful means of heating your home.
- By using a heat pump which transfers heat, rather than resistance elements, DHPs provide a much more efficient means of heating your home.
- Installing a DHP reduces the energy used in heating by 25% - 50%.
- Upgrading can significantly reduce your heating bill.

2. An easy conversion to make

- Installing a DHP is fast, easy, and relatively inexpensive.
 - DHP installation is quick, often taking a day or less
 - DHP installation is much less expensive than installing ductwork.
 - Installing a DHP will have little or no disruptive impact on your home.

- DHPs can provide a great supplement to your existing heating system; a single DHP in the main living space of your house can provide the majority of your heating while your existing system can be used to heat infrequently used spaces.
- Utility incentives can help to offset the cost of upgrading to a DHP in some cases by as much as ____.
- State tax credits are also available to help offset the cost of upgrading to a DHP.

3. Increase your comfort

- DHPs provide even, consistent heating that eliminate the hot and cold spots common to electric baseboard heaters.
- DHPs use ultra quiet fans move conditioned air throughout rooms to eliminate the noise common to other heat sources.
- AC comes standard with DHPs so you can be comfortable year round.
- DHPs have a built-in air filter that improves air quality in homes without ductwork.

4. Your utility is here for you

- As you are thinking about your options for heating your home ____ is here to help you.
- You can find more information about DHPs at www.goingductless.com or at www.yourutility.com.

Ductless Heat Pump (DHP) – Customer — LONG COPY

LOGO: It's a good place to be.

IMAGE: TBD (SAMPLE HEADLINE BELOW)

HEADLINE: **Lower heating costs and a warmer home – now that's something to sing about.**

ALT. HEAD: **Lower heating costs and a warmer home – now I can get really comfortable.**

COPY INTRO: **A Ductless Heat Pump reduces energy waste in your home and can lower heating costs by 25-50%.**

SUBHEAD: **Warm Up To Energy Savings**

COPY: Outdated home heating methods like baseboard heaters, wall heaters and electric furnaces waste a tremendous amount of energy. Installing a Ductless Heat Pump (DHP) can save you money on heating costs and dramatically reduce energy waste in your home. Utility incentives and tax credits can also offset the installation costs.

SUBHEAD: **Keep It Comfy**

COPY: Providing both heating and cooling all-in-one, a DHP in the main living area of your house can keep you warm in the winter and cool in summer. The DHP delivers even, consistent heating with an ultra-quiet fan, making everything about your home a little more comfortable.

Take control of energy waste and make your home *a good place to be.*

CTA: Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump (DHP) – Customer — MEDIUM COPY

LOGO: It's a good place to be.

IMAGE: TBD (SAMPLE HEADLINE BELOW)

HEADLINE: **Lower heating costs and a warmer home – now that's something to sing about.**

COPY: **A Ductless Heat Pump reduces energy waste in your home and can lower heating costs by 25-50%.**

Outdated home heating methods like baseboard heaters, wall heaters and electric furnaces waste a tremendous amount of energy. A Ductless Heat Pump (DHP) saves you money on energy bills and keeps your home more comfortable year-round, with warm air in the winter and cool air in the summer. Utility incentives and tax credits can also offset the installation costs.

Take control of energy waste and make your home *a good place to be*.

CTA: Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump (DHP) – Customer — SHORT COPY

LOGO: It's a good place to be.

IMAGE: TBD (SAMPLE HEADLINE BELOW)

HEAD: **Lower heating costs and a warmer home – now that's something to sing about.**

COPY: Inefficient baseboard or wall heaters waste a tremendous amount of energy. With a Ductless Heat Pump (DHP), you can keep your home more comfortable year-round, and lowers heating costs by as much as 25-50%. Utility incentives and tax credits can also offset initial costs. Take control of energy waste and make your home *a good place to be*.

CTA: Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump (DHP) – Partner — LONG COPY

HEAD: Ductless Heat Pumps are a proven alternative to outdated heating systems and can lower your customers' heating costs by 25-50%.

SUBHEAD: Installing The Savings

COPY: Replacing or supplementing inefficient heating systems like baseboard heaters, wall heaters and electric furnaces with Ductless Heat Pumps (DHP) has provided energy savings for approximately 17,000 homes across the Northwest. One DHP in the central living space of a home delivers warm air in the winter and cool air in the summer, to keep your customers comfortable year-round.

SUBHEAD: Efficient Heat

COPY: A DHP transfers heat, rather than using resistance elements, offering a much more even and efficient heat source. It's easy to install, leaving a small footprint and little disruption on your customer's home. Plus, utility incentives and tax credits can help offset installation costs.

DHP Benefits:

- Lower heating costs
- Consistent heat delivery to reduce hot and cold spots
- Both heating and cooling for year-round comfort
- Built-in filter to improve air quality
- Ultra quiet fan
- Remote control and programmable night-time setting

CTA: Learn more about ductless heat pump technology and the incentives available to your customers. Visit yourutility.com and the partner resources page at goingductless.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump (DHP) – Partner — MEDIUM COPY

HEAD: Ductless Heat Pumps are a proven alternative to outdated heating systems and can lower your customers' heating costs by 25-50%.

COPY: Replacing or supplementing inefficient heating systems like baseboard heaters, wall heaters and electric furnaces with Ductless Heat Pumps (DHP) has provided energy savings for approximately 17,000 homes across the Northwest. The DHP system is easy to install, with little disruption to the home and utility incentives and tax credits are available to help offset installation costs.

DHP Benefits:

- Heating and cooling for year-round comfort
- Consistent heat delivery to reduce hot and cold spots
- Built-in filter to improve air quality
- Remote control for temperature setting

CTA: Learn more about ductless heat pump technology and the incentives available to your customers. Visit yourutility.com and the partner resources page at goingductless.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump (DHP) – Partner — SHORT COPY

HEAD: Ductless Heat Pumps offer customers a proven alternative to their outdated heating systems, and can lower heating costs by 25-50%.

COPY: Replacing or supplementing inefficient heating systems like baseboard heaters, wall heaters and electric furnaces with Ductless Heat Pumps (DHP) has provided energy savings for approximately 17,000 homes since 2008. Utility incentives and tax credits can also help offset installation costs.

CTA: Learn about ductless heat pump technology and incentives at yourutility.com and the partner resources page at goingductless.com, or call (xxx) xxx-xxxx.