

BPA – DHP MESSAGING & SOCIAL MEDIA COPY LIBRARY

Ductless Heat Pump — 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 three-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 and throughout the heating zone.
- A refrigerant line-set that is made of insulated copper tubing and 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 nighttime settings.

Value Proposition

Ductless heat pumps are an affordable, easy-to-install technology that can dramatically increase efficiency in homes previously heated by other less-efficient electric heating such as baseboard, wall heaters and electric furnaces. Since ductless heat pumps include air conditioning and heating, they provide year round comfort. Your utility is here to help you with more information and financial incentives.

Overall Message

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

Messaging Themes

1. Reduce energy usage

- Electric baseboard, wall heaters, and electric forced-air furnaces are inefficient methods of heating your home.
- A ductless heat pump is a much more efficient method of heating your home because it transfers heat, rather than using resistance elements., .
- Installing a ductless heat pump reduces the energy used in heating by 25-50%.
- Upgrading to a ductless heat pump can significantly reduce your heating bill.

2. An easy conversion to make

- Installing a ductless heat pump is fast, easy and relatively inexpensive.
 - Installation is quick, often taking a day or less
 - Installation is much less expensive and intrusive than installing ductwork.
 - Installing a ductless heat pump will have minimal impact on the look and feel of your home.

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

3. Increase your comfort

- Ductless heat pumps provide even, consistent heating that eliminates hot and cold spots common to electric baseboard heaters.
- Ductless heat pumps use ultra-quiet fans to move conditioned air throughout rooms to eliminate the noise common to other heat sources.
- Air conditioning comes standard with ductless heat pumps adding a cool air for those hot and stuffy days..
- Ductless heat pumps have a built-in air filter that improves air quality in homes without intrusive ductwork.

4. Your utility is here for you

- As you consider options for heating your home ____ is here to help you.
- Increased incentives are currently available for qualifying ductless heat pump installations.
- You can find more information about ductless heat pumps at www.goingductless.com or www.yourutility.com.

Ductless Heat Pump Utility-to-End-User messaging – DOG DAYS

IMAGE:



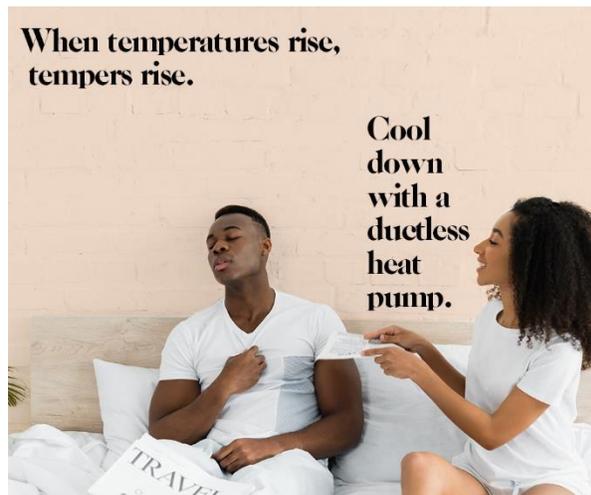
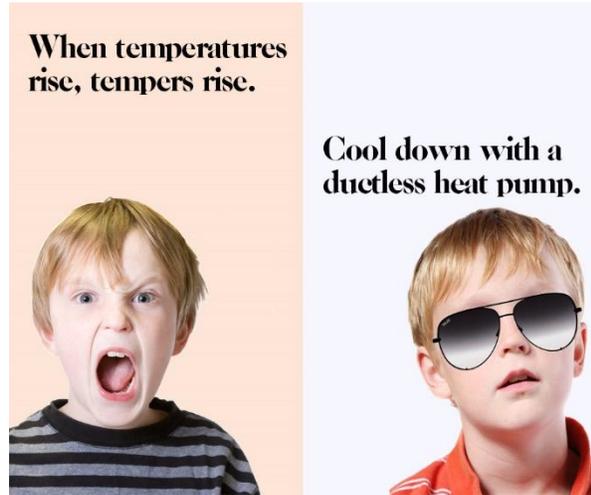
COPY INTRO: The dog days of summer are here. Stay cool with a ductless heat pump.

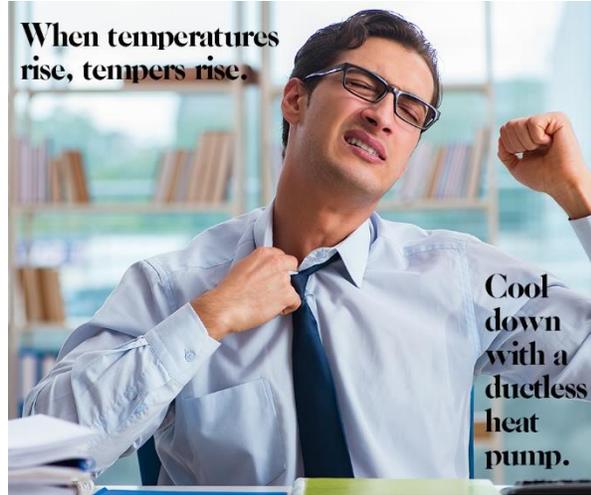
COPY OPTION 1: Providing heating and cooling in an all-in-one package, a ductless heat pump head in the main living area of your house can keep you cool in the summer and warm in the winter. A ductless heat pump delivers even, consistent heating and cooling with an ultra-quiet fan, making everything about your home a little more comfortable, while lowering costs by 25-50%! Increased promotional incentives are now available. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

COPY OPTION 2: A ductless heat pump delivers even, consistent heating and cooling with an ultra-quiet fan, making everything about your home a little more comfortable, while lowering costs by 25-50%! Increased promotional incentives are now available to offset installation costs — and leave extra money in your pocket. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump Utility-to-End-User messaging – HIGH TEMPERATURES/HIGH TEMPERS

IMAGE:





COPY INTRO: When temperatures rise, tempers rise, cool down with a ductless heat pump.

COPY OPTION 1: Avoid being a hot head with a ductless heat pump. With all-in-one heating and cooling, a ductless heat pump keeps you cool, calm and collected, while lowering HVAC costs by 25-50%! Increased promotional incentives are now available. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

COPY OPTION 2: A ductless heat pump delivers even, consistent heating and cooling with an ultra-quiet fan, making everything about your home a little more comfortable, while lowering costs by 25-50%! Increased promotional incentives are now available to offset installation costs — and leave extra money in your pocket. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump Utility-to-End-User messaging – FAMILY

IMAGE:



COPY INTRO: Keep your family cool and comfy this summer.

COPY OPTION 1: Spending more time at home is now more comfortable with a ductless heat pump. Ductless heat pumps save money and keeps your home more comfortable year-round by providing cool air in the summer and warm air in the winter. Increased promotional incentives are now available. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.

Ductless Heat Pump Utility-to-End-User messaging – MORE COMFORT MORE MONEY

IMAGE:



COPY INTRO: Maximize your comfort. Minimize your cost.

COPY OPTION 1: Ductless heat pumps give you more control over your home's heating and cooling — keeping you comfortable regardless of the weather. They use less energy, which can help you save up to 50% on your monthly electric heating and cooling costs. Increased rebate incentives are now available. Contact us about installing a ductless heat pump at yourutility.com, or call (xxx) xxx-xxxx.