

## **BPA – PTCS MESSAGING & COPY LIBRARY**

### **Performance Tested Comfort System (PTCS) – Customer – Messaging**

#### **Definition**

PTCS is a regional program that was designed to ensure that duct systems and ducted heat pumps in single family and manufactured homes will deliver the greatest energy savings possible, while reducing cold and drafty spots in the home.

#### Duct Sealing

Duct Sealing ensures that the air you have paid to heat or cool can travel through your home's ductwork with a minimal amount of leakage. When ducts are tight, conditioned air is getting to the rooms you occupy, rather than leaking into your crawlspace or attic. Duct sealing is important for new construction, existing homes, and especially manufactured homes. Duct sealing can also benefit homes with all kinds of heating systems.

#### Heat Pumps

Heat Pumps come in many different efficiency levels. PTCS provides step-by-step support to contractors to ensure that your new heat pump has been commissioned and configured to deliver conditioned air to its greatest potential.

#### **Value Proposition**

The PTCS program takes a holistic approach to increasing the efficiency of residential HVAC systems by combining highly efficient heat pump technology, good installation practices, and duct sealing to maximize comfort and indoor air quality while minimizing energy waste. PTCS combines rigorous training and prescriptive practices to ensure PTCS certified work delivers the highest quality and the greatest value.

#### **Overall Message**

When installing or upgrading your heating and cooling system your utility-approved PTCS certified technician can help you choose the right high efficiency heat pump, install and maintain it properly, and ensure it delivers heated or cooled air to your living spaces instead of leaking out of your ductwork. Your utility is here to help with more information on heating and cooling options and to find a PTCS certified technician.

#### **Messaging Themes**

##### **1. Reduce energy waste**

#### Duct Sealing

- Leaky ducts waste energy because the air you pay to heat and cool your home goes into places that don't need conditioned, like unconditioned basements, between walls and in attics and crawl spaces.
- Sealing ducts keeps your conditioned air where you want it to be, in your living space.
- Sealing ducts can reduce energy waste by as much as 20%.
- Even new homes can waste energy.

#### Heat Pumps

- The heat pump you choose and how it is installed matters.
- Choosing a low efficiency heat pump, choosing the wrong size for your house, or having it installed improperly can lead to a great deal of wasted energy, and unnecessarily high energy bills.
- A PTCS certified technician can ensure your equipment will function properly and have a long life.
- PTCS heat pump installations include testing and adjustments for optimal performance and comfort and can prevent the need for inefficient backup heat.

## 2. Increase your comfort and air quality

- Your heating and cooling system is essential in making sure you are comfortable regardless of the weather. Choosing the right system for your home, and making sure it functions properly will keep you comfortable year round.
- Sealing and insulating ducts reduces problems like rooms that are too hot in the summer and too cold in the winter.
- Duct sealing prevents dangerous household fumes like combustion gases and insulation particles from entering your duct system, and keeps these pollutants from circulating in your home.
- A correctly tuned, high efficiency heat pump will provide year round comfort and cut down on wasted energy and money.

## 3. PTCS provides quality you can rely on

- The PTCS program trains professional installers across the Pacific Northwest, to ensure PTCS certified installations provide the highest levels of quality and comfort.
- PTCS certified technicians can ensure all facets of your HVAC system are delivering reliable comfort for many years:
  - i. PTCS technicians will ensure your heat pump is the right size for your home,
  - ii. Is installed properly to heat and cool your home as efficiently and effectively as possible,
  - iii. And delivers conditioned air where you want it, rather than escaping out of leaky ducts
- Only PTCS-certified contractors can provide PTCS-qualified duct sealing or heat pump installations that allow you to qualify for utility incentives.

## 4. Your utility is here for you

- Your utility can provide you with valuable information and guidance as you think about ways to reduce the energy waste in your heating and cooling systems.
- Your utility can provide more information on heating and cooling options and direct you to a certified PTCS technician to make sure your investment in your home is as efficient and effective as possible.
- You can find more information about the PTCS program at [www.yourutility.com](http://www.yourutility.com).
- You might qualify for incentives from your utility to help offset the cost of duct sealing or heat pump installation.

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## Performance Tested Comfort System (PTCS) – Partner – Messaging

### Definition

Performance Tested Comfort Systems certified contractors are trained to the highest standards for selection and installation of heat pump equipment and duct sealing service procedures. Contractors must be certified by a BPA-approved PTCS trainer; only certified technicians can provide PTCS services that are eligible for customer rebates.

### Value Proposition

Only customers of PTCS-certified technicians are eligible for a utility incentive to reduce customer service and installation costs; by becoming PTCS certified you can offer these valuable benefits to your customers. In addition to promoting the benefits of PTCS projects to your customers,

PTCS-Certified contractors will be listed on a central registry so that customers in their area who are actively seeking duct sealing and high efficiency heating equipment and who want to receive utility incentives. PTCS-qualified technicians have served 12,000 customers with PTCS services in the past year and a total of 54,700 since the beginning of the program. PTCS is supported by 103 utilities, which have provided incentives to their customers in Oregon, Washington, Idaho, Nevada, Montana and Wyoming.

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### **Performance Tested Comfort Systems (PTCS) – Customer — LONG COPY**

LOGO: It's a good place to be.

IMAGE: Guy drinking coffee from pot.

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

COPY: **Performance Tested Comfort Systems® minimize energy waste through duct sealing, efficient heat pump technology and good installation practices.**

SUBHEAD: **Seal Up The Savings**

COPY: Leaky ducts are a common cause of wasted energy in homes of all ages, making it more difficult, and more expensive to keep your house comfortable. When ducts are sealed, warm and cool air goes where you want it, rather than leaking into unused parts of your house like the attic or crawlspace. Performance Tested Comfort Systems (PTCS®) are designed to ensure that duct systems and ducted heat pumps deliver the greatest energy savings possible.

SUBHEAD: **The Benefits Of Certified Installation**

COPY: When installing or upgrading your heating system, PTCS certified technicians can help you throughout the entire process. They are trained to seal leaky ducts and install high efficiency heat pumps perfectly tuned to each home's exact size and layout. Plus, (Insert utility name here) offers incentives to help keep installation costs low.

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

CTA: Contact us about a Performance Tested Comfort System at [yourutility.com](http://yourutility.com), or call (xxx) xxx-xxxx.

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### **Performance Tested Comfort Systems (PTCS) – Customer — MEDIUM COPY**

LOGO: It's a good place to be.

IMAGE: Guy drinking coffee from pot.

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

COPY: **Performance Tested Comfort Systems® minimize energy waste through duct sealing, efficient heat pump technology and good installation practices.**

Leaky ducts are a common cause of wasted energy in homes of all ages, making it more difficult, and more expensive to keep a comfortable temperature. A Performance Tested Comfort System (PTCS®) certified technician is trained to seal leaky ducts and install high efficiency heat pumps perfectly tuned to each home's exact size and layout. And, with a certified PTCS installation, utility incentives can help keep installation costs low.

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

CTA: Contact us about a Performance Tested Comfort System at [yourutility.com](http://yourutility.com), or call (xxx) xxx-xxxx.

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#### **Performance Tested Comfort Systems (PTCS) – Customer — SHORT COPY**

LOGO: It's a good place to be.

IMAGE: Guy drinking coffee from pot.

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

COPY: With Performance Tested Comfort Systems® a certified technician can seal your ducts and install an energy efficient heat pump that can qualify for valuable utility incentives. Take control of energy waste and make your home *a good place to be*.

CTA: Contact us about a Performance Tested Comfort System at [yourutility.com](http://yourutility.com), or call (xxx) xxx-xxxx.

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#### **Performance Tested Comfort Systems (PTCS) – Partner — LONG COPY**

HEADLINE: **Become a Performance Tested Comfort System® certified technician and help more customers save on their energy bills.**

SUBHEAD: **Behind The Certification**

COPY: A Performance Tested Comfort System (PTCS®) certified technician is trained to seal leaky ducts as well as select and install high efficiency heat pumps perfectly tuned to each home's exact size and layout. Plus, only a PTCS certified installation qualifies homeowners for the financial incentives available. By becoming certified you can offer these valuable services to your customers.

**Benefits of a PTCS certified installation:**

- Reduce energy waste
- Qualify for financial incentives
- Greater comfort and temperature control
- Improve indoor air quality

SUBHEAD: **Your Utility Is Here To Help**

COPY: By attending your utility's 3-day and 1-day training courses, you'll gain access to new customers who want to reduce waste, lower heating costs and qualify for valuable incentives. Your utility will also provide you with important news and information about the PTCS program.

CTA: Visit the PTCS page of the BPA site or, contact your utility to find out more about becoming a Performance Tested Comfort Systems (PTCS) certified installer at [yourutility.com](http://yourutility.com), or call (xxx) xxx-xxxx.

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**Performance Tested Comfort Systems (PTCS) – Partner — MEDIUM COPY**

HEADLINE: **Become a Performance Tested Comfort System® certified technician and help more customers save on their energy bills.**

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**Benefits Of A PTCS Certified Installation**

- Reduce energy waste
- May qualify for financial incentives
- Greater comfort and temperature control
- Improve indoor air quality

CTA: Visit the PTCS page of the BPA site or, contact your utility to find out more about becoming a Performance Tested Comfort Systems (PTCS) certified installer at [yourutility.com](http://yourutility.com), or call (xxx) xxx-xxxx.

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HEADLINE: **Become a Performance Tested Comfort System® certified technician and help more customers save on their energy bills.**

COPY: A Performance Tested Comfort System (PTCS®) Certified Technician is trained to seal ducts as well as select and install high efficiency heat pumps, perfectly tuned to each home's exact size and layout. As certified technician you'll gain access to new customers who want to reduce waste, lower heating costs and qualify for valuable incentives.

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