



What's cooking?

Using a targeted approach to selling ENERGY STAR® certified commercial water heaters.

February 24, 2016



The Commercial Water Heater Market

- Commercial shipments roughly 2% of residential shipments
 - Almost all storage – but percent tankless growing
- Storage mostly gas – 94,247 commercial gas storage vs. 73,458 commercial electric storage units shipped in 2014¹
- ENERGY STAR covers gas storage and gas tankless only
 - 42% of units shipped are ENERGY STAR certified²
- Market structure simple: makers sell directly to distributors who sell to installers
- Barriers are similar to RWH:
 - Almost all emergency replacements
 - Higher first cost for capital and installation: generally cost 30% more
 - Building owners/managers, and design engineers unaware of benefits



ENERGY STAR Certified Commercial Water Heaters – The Basics

Eligible Product Types	
Type	Capacity Requirements
Gas Storage	> 75,000 BTU/hr input; <= 140 gallons storage capacity
Gas Tankless	>= 4,000 BTU/hr per gallon of stored water; industrial equipment

Efficiency Requirements			
Metric	Type	Requirement	Federal Standards
Thermal Efficiency (TE)	Storage; Tankless	TE >= 0.94	TE >= 0.80
Maximum Standby Loss (BTU/hr)	Storage	$\leq 0.84 * [(Input\ Rate / 800) + 110(Volume_r)^{1/2}]$	$\leq [(Input\ Rate / 800) + 110(Volume_r)^{1/2}]$



Manufacturer Participation is Excellent

- 19 different brands
- 409 certified models
 - 334 gas storage models
 - 75 gas tankless models
- Searchable (type, size, brand) list online



ENERGY STAR

ENERGY EFFICIENT products | ENERGY SAVINGS at home | ENERGY EFFICIENT new homes | ENERGY STRATEGIES FOR buildings & plants

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ENERGY STAR Certified Commercial Water Heaters

Want more information? Access the full product list in Excel, API, and other formats. [Switch to Advanced View »](#)

Compare up to 4 items

Sort by: Thermal Efficiency (TE) ↑↓

1 - 20 of 381 Records Found

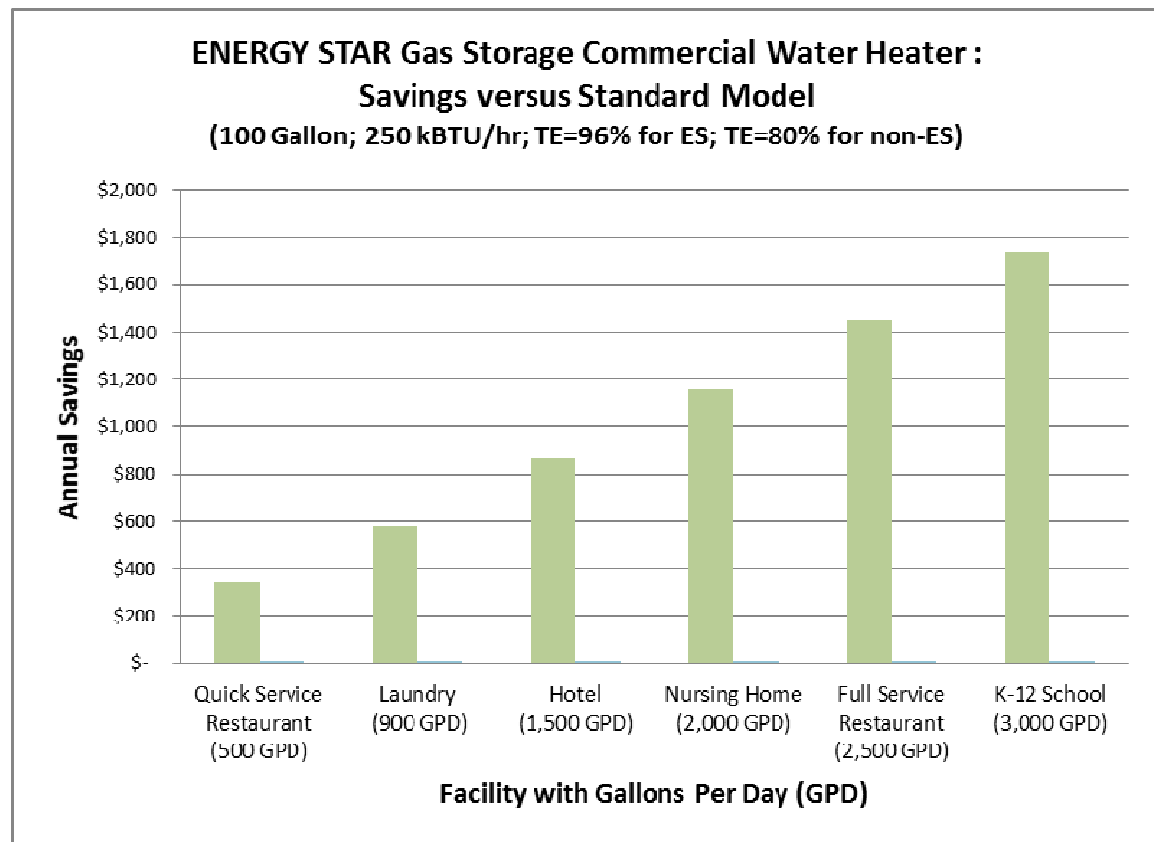
<input type="radio"/> Natural Gas (253)	A. O. Smith - BTH 150A 201	<input type="checkbox"/> Compare
<input type="radio"/> Propane (186)	Type: Gas Storage Energy Factor (EF): Thermal Efficiency (TE): 98.0	
<input checked="" type="radio"/> Do not filter		
Type	State - SUF 100 150NEA 200	<input type="checkbox"/> Compare
<input type="checkbox"/> Gas Storage (315)	Type: Gas Storage Energy Factor (EF): Thermal Efficiency (TE): 98.0	
<input type="checkbox"/> Gas Tankless (86)		
Brand Name	John Wood - AJWSH100150 P 201	<input type="checkbox"/> Compare
<input type="checkbox"/> A. O. Smith (65)	Type: Gas Storage Energy Factor (EF): Thermal Efficiency (TE): 98.0	
<input type="checkbox"/> American (51)		
<input type="checkbox"/> American Standard (4)	American - AHCG3-100T150-3P 201	<input type="checkbox"/> Compare
<input type="checkbox"/> Bradford White (12)	Type: Gas Storage Energy Factor (EF): Thermal Efficiency (TE): 98.0	
<input type="checkbox"/> Giant, Inc. (12)		
<input type="checkbox"/> HTP (7)	A. O. Smith - BTH 150 201	<input type="checkbox"/> Compare
<input type="checkbox"/> HTP, Inc. (12)	Type: Gas Storage Energy Factor (EF): Thermal Efficiency (TE): 98.0	

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Savings for ENERGY STAR Commercial Gas Storage Water Heater

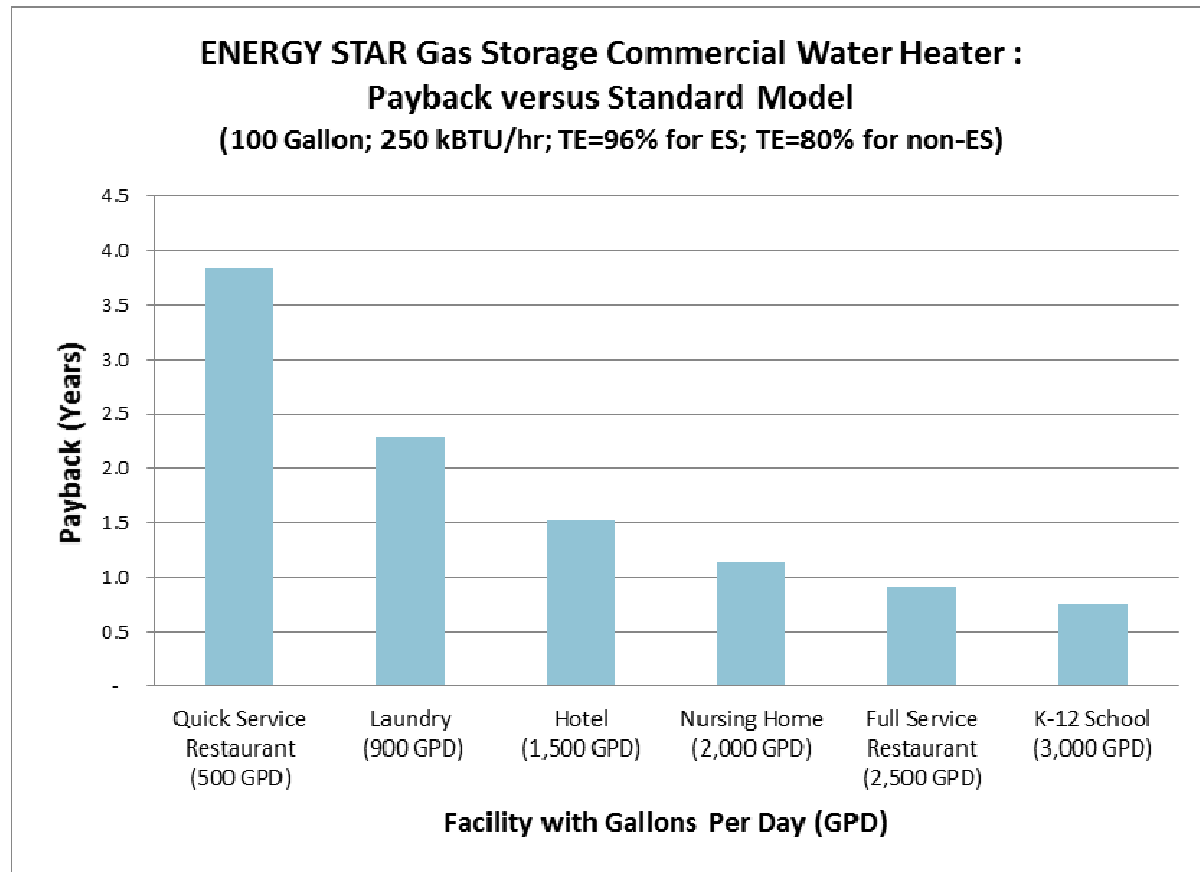
Over \$1,000 in annual savings for full service restaurants





Paybacks for ENERGY STAR Commercial Gas Storage Water Heater

Paybacks less than a year for full service restaurants





Considerations for Energy Efficiency Programs for CWH

- Utilize ENERGY STAR specification for CWH programs
- Target food full-service restaurants
- Upsell on \$1000 annual energy savings and less than 1 year payback

ENERGY STAR. The simple choice for energy efficiency.



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