



Image Courtesy of Rinnai Corp

It's a Tankless Job

New Tankless Technology and
Support of Trade Ally Uptake

Presented at the 2019
ACEEE Hot Water Forum

Jeff Rigotti
Northwest Energy
Efficiency Alliance

AGENDA

NEEA Overview

Why Tankless ?

Tankless Technology Advancements

Market Research and Trade Allies

Next Steps

Q&A



NEEA is
AN ALLIANCE
of utilities and
energy efficiency
organizations



NATURAL GAS COLLABORATIVE GOAL

To accelerate the development and market adoption of efficient natural gas products, practices and services resulting in

INCREASED CONSUMER CHOICES

and

INCREASED EFFICIENCY OF NATURAL GAS USE
in the Northwest.



WHY NEEA AND TANKLESS ?

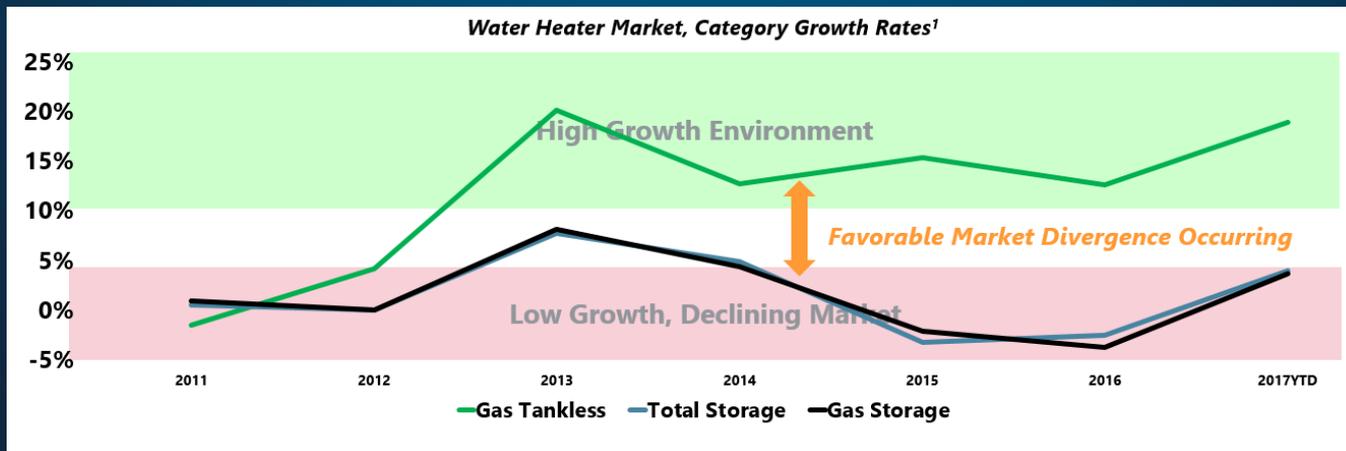
Efficiency 30% > Base Tank

Market Share High Growth (New Const)

Technology Advancements

Variation in Utility Programs

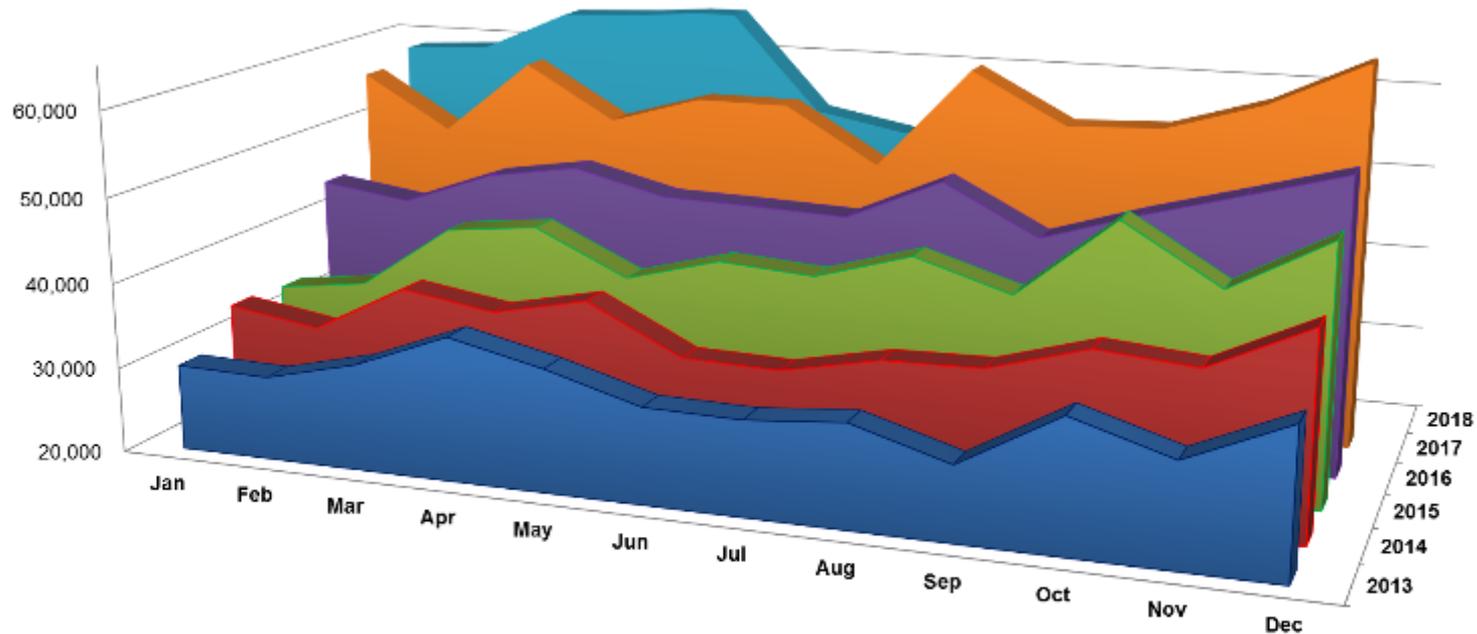
Barrier Removal Gas Heat Pump



MARKET SHARE – Tankless Water Heater (TWH) Shipments

AHRI-Reported US Shipments

US TWH Shipments by Month - Rising Tide Category
Source: AHRI



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
■ 2013	30,013	29,747	32,395	36,727	34,264	31,141	30,956	31,938	28,637	35,213	31,796	36,888
■ 2014	34,242	32,568	38,313	36,621	39,001	33,481	33,182	35,505	35,757	39,070	38,136	43,642
■ 2015	33,732	35,197	42,788	44,035	38,889	41,873	41,110	44,417	41,006	50,435	43,711	50,057
■ 2016	44,618	43,087	47,139	48,916	46,225	45,920	45,522	50,598	44,862	48,440	51,575	54,744
■ 2017	56,561	50,161	59,146	52,772	56,078	56,026	49,468	61,698	55,800	56,233	59,724	65,199
■ 2018	58,349	59,022	63,926	64,438	65,369	53,373	51,315	54,460				

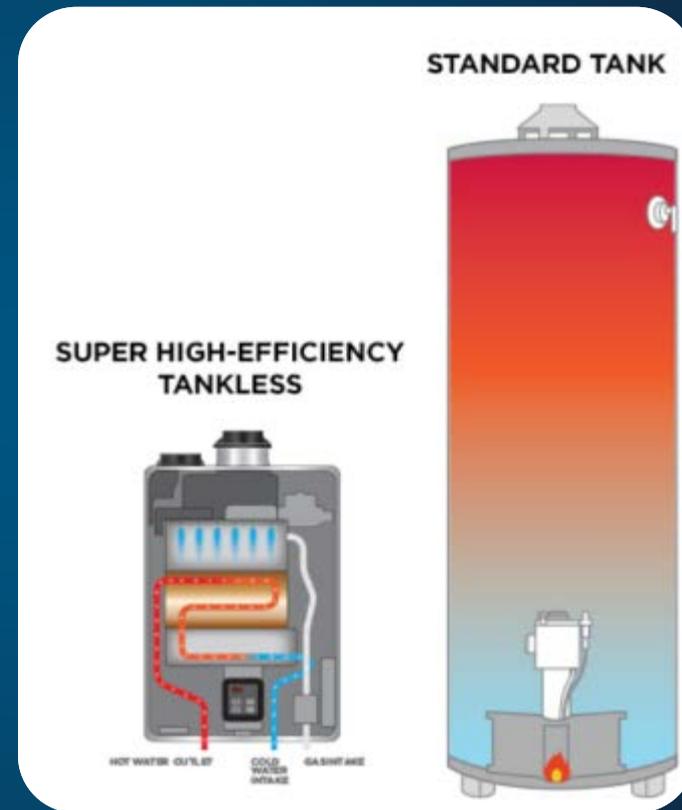
TANKLESS ADVANTAGES

Endless Hot Water

Energy Savings

Space Savings

Product Longevity



TANKLESS TECHNOLOGY ADVANCEMENTS

1/2" Diameter Gas Line

**PVC venting – Condensing
Concentric Venting**

Vertical Water Connections

**Intelligent Products and
Connectivity**

SMART HOME DOMINATION

"Alexa, Tell Tankless I want to get my shower ready."

"Ok Google, Tell Tankless to start recirculation."

"Alexa, Tell Tankless I want to take a shower."

"Ok SmartThings, Tell Tankless to circulate my water."

"Ok Google, Tell Tankless I need hot water."

amazon alexa



SmartThings

Easier setup and improved onboarding.



Google Home

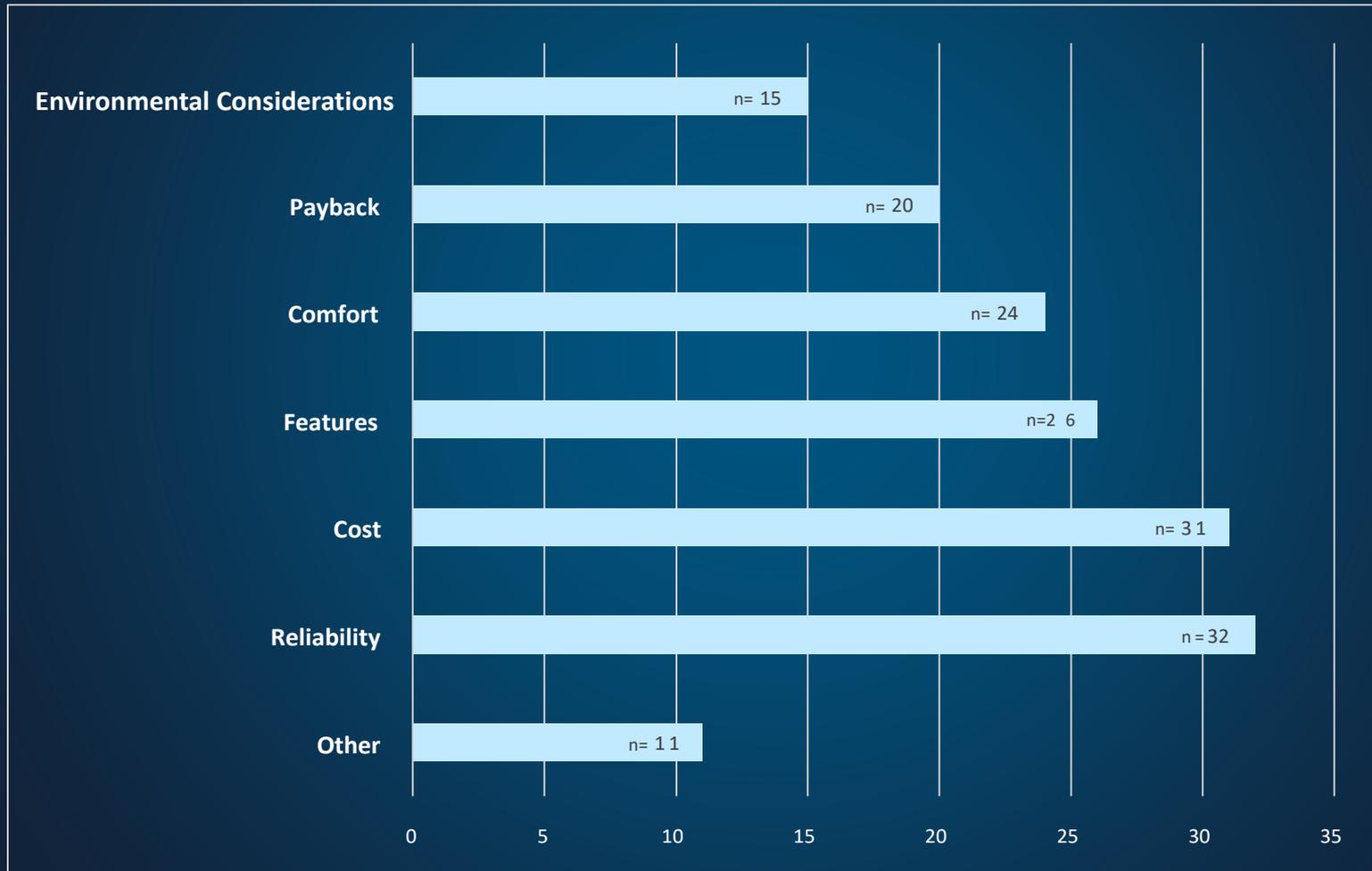


MARKET RESEARCH

Gas Heat Pump Product
Characterization Report -
CLEAResult

Installer Ride Along Findings –
ILLUME

HOMEOWNER CONSIDERATIONS FOR HIGH EFFICIENCY



FIELD RESEARCH ACTIVITIES

LOCATION	DISTRIBUTOR	INSTALLER	CUSTOMER
Spokane	2 in-store interviews, 1 intercept interview	2 ride-alongs, 2 intercept interviews	1 in-depth interview, 1 in-home interview
West Washington*	1 in-depth phone interview, 2 intercept interviews	3 ride-alongs, 7 intercept interviews	2 in-home interviews
Boise	1 in-depth phone interview		
Portland	2 in-store interviews	3 intercept interviews	
Total	9 interviews	5 ride-alongs, 12 interviews	1 in-depth interview, 3 in-home interviews

*Tacoma, Seattle, Bellingham

POSTCARDS FROM THE FIELD

“We may not recommend more efficient water heaters, like tankless systems, because these systems often require a larger gas line which can significantly add to the total cost.”

“Tankless water heaters – the jury is still out”

“These guys are plumbers, not computer geeks”

“We definitely pride ourselves on a lot of training... [Our distributor is] constantly doing ongoing training”

Above all else, installers do not want to have to return to a job

INSTALLER KEY THEMES AND FINDINGS

Reliability is the #1 Decision Driver

Reputation Motivates Installer Choice

Relationships Drive the Industry

Qualified Installers Shortage = Challenge



NEXT STEPS

GTI Tankless Testing - Now

Tankless Specific Market
Research - Now

Report to NEEA Funders –
July 2019

THANK YOU !

Questions?

Jeff Rigotti
Northwest Energy
Efficiency Alliance
[@neea.org](mailto:jeff@neea.org)
www.neea.org