NEWS RELEASE

Advancing energy efficiency

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The Southeast Heat Pump Water Heater Adoption Pilot is a collaboration between Ferguson, A. O. Smith, ENERGY STAR® and Georgia Power's Residential Energy Efficiency Team. This initiative aims to increase the adoption of heat pump water heaters across Georgia by offering incentives and educational resources to contractors.

By promoting ENERGY STAR-certified heat pump water heaters, the pilot provides homeowners products that not only meet energy efficiency standards but also help save on energy bills. Heat pump water heaters move heat from the air or ground to heat water, rather than generating heat directly, making them two to three times more energy-efficient than conventional electric water heaters.

The program offers heat pump rebates and training for dual-trade plumbing and HVAC contractors. By focusing on upgrading to more efficient systems rather than switching fuel sources, the program ensures a smooth and cost-effective transition for both contractors and homeowners.

"Our mission is to help our customers achieve their sustainability goals by

providing them with the best products and support," explained Stephanie Vega, Director of Environmental Product Sales Strategy at Ferguson. "This pilot program is a perfect example of how we can work together with our partners to promote energy efficiency and reduce environmental impact."

By supporting our customers with sustainable products and solutions, we are helping them deliver greater energy efficiency and cost savings. Read more about how Ferguson is helping its customers in its latest **ESG Report**.

Image credit: Hot Water Solutions