## **WM WEIL-M.LAIN**<sup>®</sup>

## MARKETING BULLETIN BULLETIN NO: MB-1425

**DATE:** August 15, 2014

TO:	All Weil-McLain Distributors and Agents
FROM:	Dan Neumann, Director of Sales and Marketing Support
SUBJECT:	New EPA ENERGY STAR <sup>®</sup> Certification

ENERGY STAR<sup>®</sup> is a United States Environmental Protection Agency (EPA) program that voluntarily educates businesses and individuals on how to save money and protect our climate by choosing energy efficient products for their businesses and homes.

Earning the ENERGY STAR Logo means that our products have met the Environmental Protection Agency's strict energy efficiency guidelines. For over 130 years, Weil-McLain® has helped shape the industry and our legacy continues with our GV90+® gas and Ultra Oil™ Boilers. These boilers are designed and built with American ingenuity with the added benefit of having earned the ENERGY STAR certification. Since the inception of the ENERGY STAR program, Americans choosing to buy ENERGY STAR rated products have saved billions of dollars on utility bills. More importantly, the reduction of greenhouse gas emissions has had a positive impact on the environment. ENERGY STAR ratings are also in place to help manage our energy demands by promoting energy efficient products and practices. By providing recommendations and energy saving tools and resources, ENERGY STAR is an influential brand recognized by over 85% of Americans<sup>1</sup>.



Current ENERGY STAR qualified boilers have an annual fuel utilization efficiency (AFUE) rating of 85% or greater (and have a BTUH input of less than 300,000). The EPA will be raising the ENERGY STAR AFUE threshold to certify residential gas and oil boilers. Starting on October 1, 2014 any residential boiler produced by the manufacturer must meet the new minimum efficiencies of 90% AFUE for gas boilers, and 87% AFUE for oil boilers, in order to be a certified Energy Star product.

Current Energy Star certified/labeled boilers in your inventory manufactured before October 1, 2014, can be sold after that date and still qualify for ENERGY STAR certification and rebates<sup>2</sup> where applicable.

In addition to our high-efficiency Ultra<sup>™</sup>, WM97+<sup>®</sup> and ECO<sup>™</sup> Boilers, Weil-McLain is perfectly positioned to provide the following ENERGY STAR certified products in our Cast Iron Category:



Our existing GV90+ Cast Iron Gas Boilers, with a class-leading efficiency rating at 91.9% AFUE, will continue to exceed the new minimum ENERGY STAR efficiency threshold beyond October 1st. The durability, efficiency, ease of installation and low maintenance makes this boiler a perfect solution for a retrofit in high-temperature (baseboard) applications. When you pair the GV90+ with an Aqua Plus<sup>®</sup> Indirect-fired Water Heater and an Outside Air Reset Control (depending on your location), owners could be eligible for additional utility rebates<sup>2</sup>. Read our contractor spotlight on Lachance Plumbing and Heating, Inc. to find out why the GV90+ is the contractor and homeowner boiler of choice.

The Ultra Oil is designated as a 2014 ENERGY STAR qualified product. Models produced later this year will meet the increased Fall 2014 ENERGY STAR minimum efficiencies of 87% AFUE for residential oil boilers<sup>3</sup>. The Ultra Oil boiler is a preferred boiler among our customers due to the three-pass cast iron heat exchanger technology. This design provides better flame control and more efficient fuel utilization, which reduces heating costs. Read more about why one of our contractors chooses the Ultra Oil Boiler in our recent contractor spotlight: Whitelock & Woerth, Inc.



The WGO<sup>™</sup> and WTGO<sup>™</sup> Gold Series Oil Boilers are also very popular choices among our contractor base – the durable Cast Iron Heat Exchanger design makes it is easy to install and service. Models produced later this year will also meet the increased Fall 2014 ENERGY STAR minimum efficiencies of 87% AFUE for residential oil boilers<sup>3</sup>.

We are in the process of updating all of our marketing literature, manuals and residential line card to reflect the new ratings for the Ultra Oil, WGO, and WTGO Boilers. Please watch for future communication on product details and availability of the corresponding marketing materials.

<sup>1</sup>Source <u>www.energystar.gov</u>

<sup>2</sup> For information on rebates in your region or to download product certification, visit our website

<sup>3</sup> Applied to units manufactured on and after October 1, 2014