

About this document: The following materials can be used by utilities to accurately tailor talking points regarding pump efficiency to more appropriately address the needs and values of various key stakeholders.

MAIN MESSAGE

Pump energy efficiency is now clearly displayed for most pumps. Pumps with a higher Energy Rating will use less energy and save more money. Efficient pumps have lower operating costs that generally reduce energy costs by more than the increased first cost of the premium product.

KEY AUDIENCES

- Distributors
- Specifying engineers (commercial)
- Mechanical contractors and plumbers
- Industrial/process engineers
- Building owners
- Building engineers/operators

KEY AUDIENCE-SPECIFIC MESSAGES

Distributors

- Promoting premium products increases revenue and margin while adding value to consumers, who save money over the long term
- Enable your customers to provide value to building owners by educating them on Energy Ratings and performance

Specifying engineers (commercial)

- Specifying efficient pumps will save building owners money over time and show the value of your expertise
- Differentiate your business by specifying efficient pumps using the Energy Rating, which will illustrate the difference between less efficient products proposed by competitors and may help you hold spec against less efficient bids
- Efficient products meet the “green” preferences of customers

Mechanical contractors and plumbers

- Efficient pumps save your customers money over time, while increasing profits for the project
- Pumps with higher Energy Ratings consume less energy and save more money for your customers
- Demonstrate your expertise and value as a professional by promoting premium products that save your customers money

Building engineers and operators

- Reduce wasted energy in the building and save money by choosing efficient pump products, Energy Rating is an effective tool for identifying the most efficient models
- Improve the environment and demonstrate “green” credibility with efficient pump systems

Industrial or process engineers

- Select efficient pumps to reduce energy waste in a facility and maximize long-term profitability
- Utilize Energy Rating labels to distinguish efficient pumps, indicating a percentage of energy savings over code-minimum models
- Integrated drives control a pump for desired performance and consider the specific characteristics of the pump, without the need for external sensors or control strategies
- Consider a PSAP certification to gain advanced expertise in pump system performance and demonstrating energy savings

Building owners

- Invest in the long-term profitability of your building by selecting efficient products with low operating costs, even considering the higher purchase price
- Promote your green building to environmentally-aware clients using premium efficiency products, including pumps