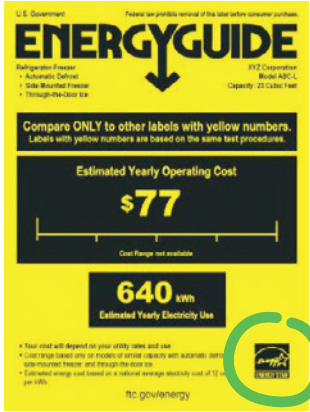


## HEAT PUMP WATER INCENTIVE (HPWH) INCENTIVE PROGRAM

New London Utilities customers can receive a \$200 rebate on the purchase of an ENERGY STAR rated HPWH (products must have ENERGY STAR label). Incentive applications are available at the utility office or can be downloaded at [newlondonutilities.org](http://newlondonutilities.org). This incentive is not valid with any other state or federal incentive programs.



### HOW TO RECEIVE YOUR REBATE:

1. Complete the application form.
2. Attach the HPWH receipt.
3. Attach the Energy Guide.
4. Mail to:

New London Utilities  
PO BOX 304  
400 E. North Water Street  
New London, WI 54961-0304

### SAVE ON YOUR ENERGY BILL WITH ENERGY STAR HPWH

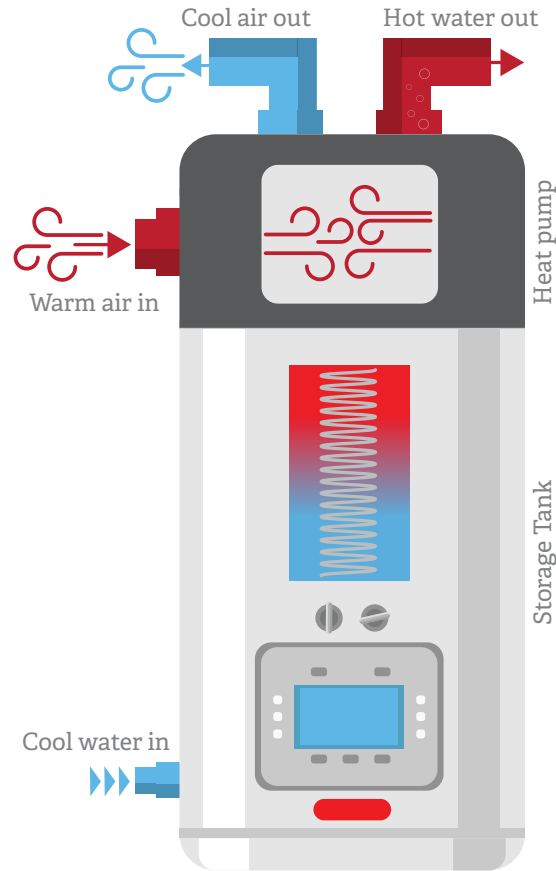
ENERGY STAR qualified HPWH are 2-4 times more efficient than a conventional electric water heater. Look for the ENERGY STAR logo that may appear on the appliance, the packaging or the EnergyGuide label.

## How does a heat pump work?

Heat pump pulls warmth from the air

Warm air is compressed, increasing its temperature

Condenser coils transfer heat to the water



# SAVE NOW HEAT PUMP WATER HEATER INCENTIVE

Look for the ENERGY STAR® label and receive a cash-back incentive.



A WPPI Energy community

[newlondonutilities.org](http://newlondonutilities.org) • (920) 982-8516

## PROGRAM INFORMATION & REQUIREMENTS

### PROGRAM CRITERIA

1. To qualify for an incentive, the applicant must meet all of the eligibility conditions and complete the incentive application on the right.
2. This program may be modified or discontinued at any time without notice. To guarantee there will be incentive money available, call us at 920-254-8931.
3. Attach a copy of the original sales receipt or paid invoice.  
**IMPORTANT: The receipt or paid invoice must indicate the date of purchase, contractor name and address, brand, model number, price paid, and a copy of the Energy Guide or product manual with the Energy Star logo.**
4. Drop off your completed application at our office or mail to:  
**New London Utilities  
PO BOX 304  
400 E. North Water Street  
New London, WI 54961-0304**

### PROGRAM REQUIREMENTS

To receive the rebate, the following program requirements must be met.

- This program is available to residential customers with a valid New London Utilities electric account.
- Products purchased are to be installed at the electric utility account address location.
- Rebate applications must be received by the end of the calendar year in which the product was purchased. All incentive applications must be received by December 31, 2022.
- Submit within 60 days of purchase.
- Limit of 1 appliance bill credit per customer; 2 credits per property.

## CUSTOMER INFORMATION (please print clearly)

Customer Name (first, last)		Utility Account Number	
Customer Address		City, State	Zip Code
( )	( )		
Home Telephone No.	Daytime Telephone No.	Email Address	

## ENERGY STAR PRODUCT INFORMATION

SIZE OF WATER HEATER	Brand	Model #	Efficiency Rating	Install Date
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This will replace a(n):  Electric Water Heater  Natural Gas Water Heater

## SIGNATURE (applications submitted without signatures will not be paid)

- I understand that this offer provides an incentive amount specific to the product type purchased.
- I agree that New London Utilities reserves the right to verify all purchases to ensure the product(s) meet(s) the ENERGY STAR program specifications.
- I understand that this program has a limited budget, and that applications will be accepted on a first-come, first-serve basis, until allocated funds are spent. This program may be modified or discontinued at any time without notice.
- I certify that all statements made in this application are correct to the best of my knowledge. I agree to the terms and conditions of this offer as set forth on this application.

X	/	/
Applicant's Signature	Date	

## UTILITY USE ONLY

X	/	/
Utility Signature	Date	

Verification Date	Deferred Account
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