

Fedders Corporation and E-Tech began marketing their own units during the same year, and several other firms entered the market soon afterwards. By 1982, 12 companies were manufacturing HPWHs, including Rheem Manufacturing Company and State Industries, the two largest manufacturers of water heaters. Production appears to have peaked in 1985 when it is estimated that 8,000 units were sold. By 1986 the annual sales had fallen below 8,000 and manufacturers were dropping the technology from their product lines (Fig. 5.1). Three of the manufacturers active in 1982 had dropped out of the HPWH market by 1984, and only five remained in 1986 (Table 5.1). Of these, E-Tech dominates sales with 5,000-6,000 units sold in 1986 and 1987, representing approximately 70% of the market (Shufford, 1988).

The heat pump water heater has had minimal penetration in the residential market, and is limited in impact to specific regions of the U.S. Availability of the

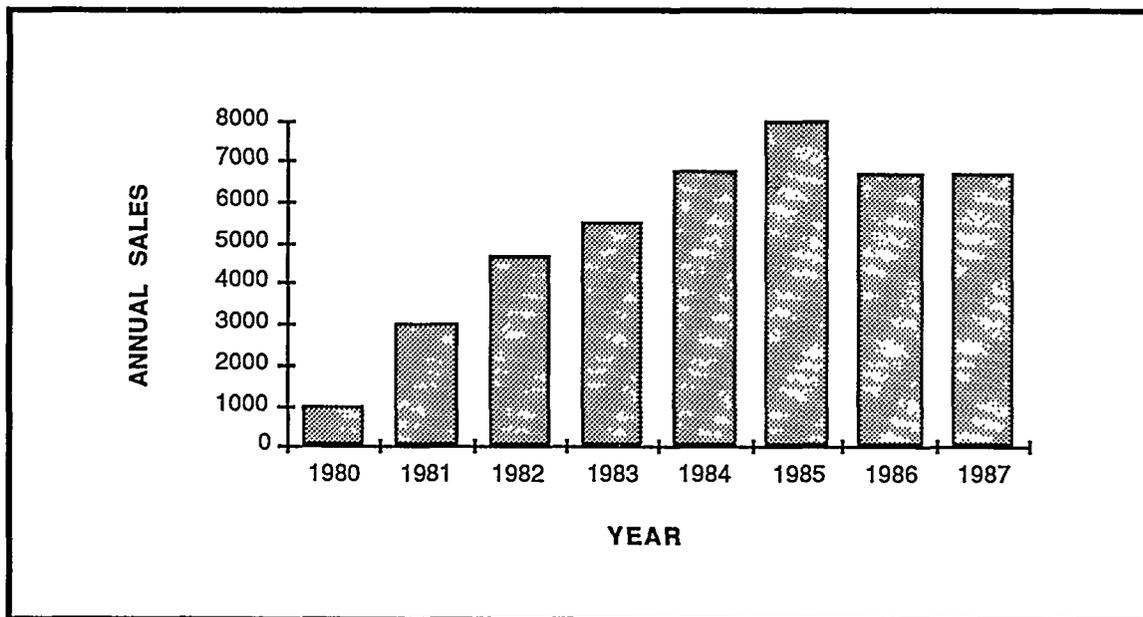


Fig. 5.1. Market penetration of heat pump water heaters.