

gives their new add-on unit a modern look, it is more appealing to the consumer. Another change in shape is the position of the outlet pipe. On the old unit the intake was on one side and the outlet was on the opposite side, whereas with the new unit the intake is on the side and the outlet is on the top. Because heat rises, this new design is more efficient. New construction material has also improved the unit. The old unit was made of painted metal, while the new one is made of molded pvc plastic. This makes the unit stronger and more durable. In addition to these improvements, the capacity of the unit has been doubled. The former design's evaporator capacity was one-half ton, and the new model has a one-ton evaporator.

The new add-on unit costs \$750 and is estimated to cut the amount of power spent on heating water in half for a four-person household. For the Tennessee area with power supplied by TVA, the average cost of hot water is \$120 per person, per year. For a four-person household, then, the unit would pay for itself in a little over 3 years.

In the late 1970's the HPWH looked like a technology that would "take off" as prices came down and cost effectiveness and dependability rose. But it never gained widespread market acceptance when energy prices were high, and the anticipated experience-based price declines have not occurred.

#### **5.2.4 Information Dissemination**

A great deal of information on the HPWH has been published in popular magazines - one of the most important sources of information for the purchasing public. These magazines have a broader circulation and greater readability than any government publication or fact sheet. The DOE has also produced a "Fact Sheet" on hot water heating that describes the HPWH. Nevertheless, a majority of the industry representatives interviewed for this study complained that consumers were ill-informed.