In some locations, the HPWH can compete with gas water heating, because of high local costs for gas. OBCS could assist in the identification of these areas.

5.2.8 Future Directions

A new product with enormous energy-savings potential is now on the market, and a new industry has been spawned to market it. Industry has stated that the HPWH would not have been developed without DOE support. At the very least, DOE funding accelerated the technology's development.

Although market penetration has not been great, the technology is by no means dead. If energy costs rise again, the HPWH could achieve much higher penetration. A coordinated strategy could result in significant market development if it could effectively tie together utility financial incentives for the residential market with information programs targeting key market segments: innovators and opinion leaders among the buying public and selected commercial businesses and subdivision developers.

5.2.9 Sources of Information

Interviews

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