



# 3 REASONS TO PREPARE FOR 2021 DEPARTMENT OF ENERGY CHANGES NOW.

WHY GETTING AHEAD OF NEW REGULATIONS CAN GIVE BUILDERS, RETAILERS AND SERVICERS A MAJOR BUSINESS ADVANTAGE.

## 1 SELLING DOE-COMPLIANT PUMPS IS FINANCIALLY BENEFICIAL FOR BOTH POOL PROFESSIONALS AND CONSUMERS.

When it comes to selling compliant variable-speed models, pool pros benefit financially because of their higher price point, while consumers save energy and money from the increased efficiency—plus, they get other benefits like noticeably quieter operation, too. Compliance with the new DOE regulations is mandatory, so preparing early helps maximize selling opportunities.

## 2 WHEN CONSUMERS CAN EASILY COMPARE PUMPS, THEY FEEL MORE CONFIDENT IN THEIR DECISION TO PURCHASE.

The new DOE regulations will require manufacturers to meet minimum energy-efficiency requirements for every pump they produce. This new method of measuring energy efficiency is based on a pump's

weighted energy factor (WEF)—the higher the WEF rating, the more efficient the pump. For the first time, consumers will be able to compare the energy efficiency of a variety of pool pumps (similar to comparing MPG ratings when purchasing a new car), helping them make better, more educated choices for their pools.

Pool pumps manufactured on and after July 19, 2021 will be required to be labeled with their WEF ratings, but learning about and understanding WEF ratings now can help pool pros and pool owners more easily evaluate and compare the energy efficiency across models and brands.

## 3 CONSUMERS WANT AND NEED A TRUSTED SOURCE OF INFORMATION.

Builders, service professionals and retailers can gain yet another advantage by being proactive in educating their customers about



new compliance standards and WEF ratings. This helps consumers learn how to choose more efficient pumps, ultimately lowering their energy costs and utility bills—and shows them their pool professional cares about making sure they get the best.

Visit [hayward.com/regulations](https://www.hayward.com/regulations) for all the resources you need to start getting ready today.