

Electric rate: 5.3¢/kWh

Keep every room warm and cozy with high quality room storage heaters, which charge for eight hours during off-peak periods. The units release stored heat during on-peak hours each day.

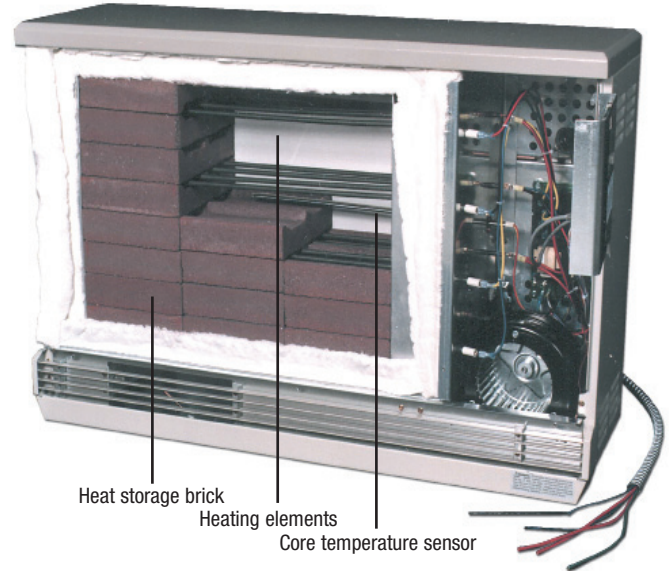
The units offer individual room control and safe, clean, comfortable heat anywhere you need it.

- Room storage heaters can be easily installed during new home construction or remodeling projects and easily retrofitted into existing homes.
- Room storage heaters use electric thermal storage (ETS) technology to convert electricity to heat.
- A quiet fan circulates heat from the bricks into the room when the thermostat calls for heat.
- Each room storage heater is individually controlled so you can adjust the temperature in each room.
- \$25/kw rebate for qualifying Storage Space Heating systems installed in 2012.

Room storage units are affordable and 100 percent efficient. Plus, they require no duct work and take advantage of East Central Energy's low off-peak electric rate of 5.3¢/kilowatt-hour. Units are housed in a sleek cabinet in a neutral color, to complement any décor, and they are covered by a five-year warranty.

For whole-house Storage Space Heating systems, members may be eligible for 0-2.99% financing up to 10 years, maximum loan amount of \$25,000. Contact Center for Energy and Environment at 855-335-5835 for details.

During off-peak hours, ETS units convert electricity into heat and store that heat in specially designed high-density ceramic bricks. These bricks are capable of storing vast amounts of heat for extended periods of time. This stored heat is circulated evenly and quietly by a fan in the unit as the room thermostat calls for heat.



Heat storage brick
Heating elements
Core temperature sensor

Home heating cost comparison

Propane	5.3¢/kWh electricity
70% Efficient standard unit	Equivalent to 99 cents/gal. propane
90% Efficient high-efficiency unit	Equivalent to \$1.28/gal. propane
Natural Gas	5.3¢/kWh electricity
70% Efficient standard unit	Equivalent to \$1.09/therm natural gas
90% Efficient high-efficiency unit	Equivalent to \$1.40/therm natural gas

Reduced rates do not reflect any variable wholesale power cost adjustment that may be required. Rates are subject to change.

For sizing and pricing information contact a registered installer of Steffes storage heating equipment. Visit heatforlessnow.com to find a list a registered installers in your area.

Call your East Central Energy trusted energy advisors or visit eastcentralenergy.com for more information.



Electric heat is a great deal!

Compare the facts. With ECE's off-peak rates, electric heat can be more economical than other fuel sources. And because there's no flame or danger of harmful fumes, electric heat is the safest heating option available.

Annual fuel cost comparison

System	Efficiency	Energy	Unit cost	Annual Heating Cost
Ground source heat pump on residential rate	350%	7,550 kwh	\$0.115/kwh	\$868
Electric thermal storage on ES rate	100%	26,255 kwh	\$0.053/kwh	\$1,392
Conventional electric system on dual fuel/storage water heating rate	100%	26,255 kwh	\$0.057/kwh	\$1,497
Conventional electric system on dual fuel only rate	100%	26,255 kwh	\$0.061/kwh	\$1,602
LP gas furnace LP gas/air source heat pump	90%	1,067 gal* 534 gal/6,556 kwh	\$2.00/gal \$0.074/kwh	\$2,134 \$1,552**
Oil furnace	85%	763 gal*	\$3.00/gal	\$2,289
Natural gas Natural gas/air source heat pump	90%	995 therms* 498 therms/6,556 kwh	\$1.10/therm \$0.074/kwh	\$1,095 \$1,033**

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* to determine a more accurate heating cost, multiply the energy number shown by the unit cost that you are currently charged for your fuel.

** Air source heat pump is rated at 200% efficiency, and is calculated to provide 50% of the heating energy.

Annual energy use based on heating a 1600 sq. ft. (32'x 50') home with R=19 walls and R=44 ceiling including an insulated lower level requiring 89,506,000 BTUs heat energy annually.