

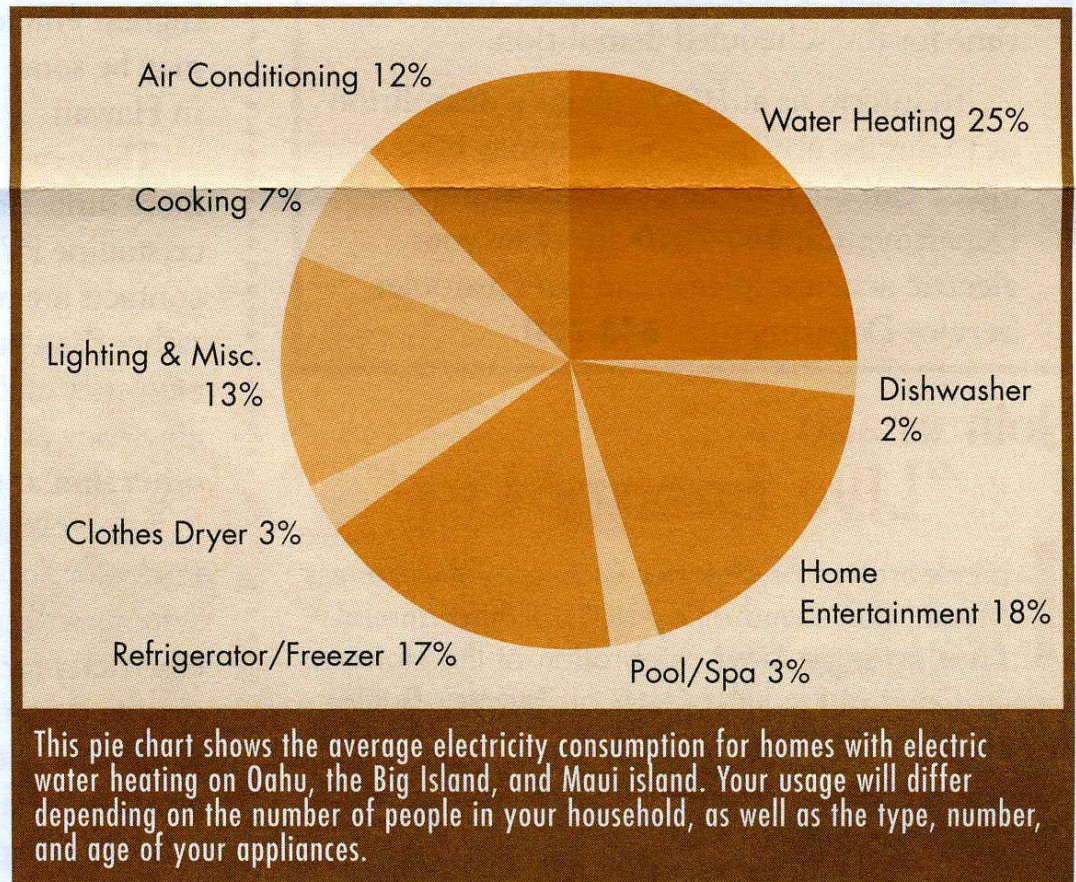
Where Your Electricity Goes

This pie chart shows typical energy use by a family of four. Your usage may differ depending on your household activities as well as the type, number, and age of your appliances. However, this chart is a general guide showing average monthly electricity use.



Q. Which appliance uses the most electricity in your home?

A. The electric water Heater.*



Water Heater

ENERGY USE

*In Hawaii, the largest portion of monthly energy use in homes without air conditioning usually comes from the use of conventional electric water heaters.

Conventional electric water heaters use an estimated 240 to 400 kWh/month.* Energy use may fluctuate depending on family size and use of hot water.

* Estimated energy use calculations are based on a family of four.

*THE
Hawaii State Energy Office
SAYS:*

*The
ELECTRIC HOT WATER HEATER
is the most expensive
energy-user
on your
home energy bill!*

*HECO
(Hawaiian Electric Co.)
estimates
a home's hot water heater
soaks up between
30% and 60%
of the home's
total electricity load!*

Does using a Water Heater “Timer” result in savings?



Here's what Hawaiian Electric Co. has to say:

“Installing a timer may or may not result in savings. Most of the heater’s operating cost goes toward heating cold water; once heated, only 10 to 15% is used to maintain the temperature. The heating element comes on for less than half an hour a day to *maintain* the temperature. **Savings may be largely offset by having to reheat water that has partially cooled.**

Only if a timer helps you reduce your hot water consumption, will savings result. If you are not using much hot water now, a timer may not be for you. Families will save if they set the timer on their heater to be on for only a short period each day—and do with less hot water the rest of the time.” *

A SPECIAL CAUTION from the HAWAIIAN ELECTRIC CO:

“Using the circuit breaker daily to turn the heater on and off may shorten its [the circuit breaker's] life. It is a safety device designed to cut off the electricity in case of a short circuit or overload. **The circuit breaker is a valuable protective device, but it is not designed to be switched on and off daily.” ***

Why Solar?

Global Warming

Pollution

**Reduce the State's
Dependence on Oil**

**Reduce the Country's
Dependence on Oil**

**Keeps dollars that would have
been spent on oil
in the State's economy**

Why Solar?

Solar Energy Is The Only

Inexhaustible,

Non-Polluting

Energy Source

Known To Man ...

... and *IT'S FREE!*

Remember . . .

If you do not purchase a Solar System . . .

**You cannot use the money
you would use to purchase your solar system
for anything else . . .**

You cannot spend that money on anything else . . .

Why?

**If you don't invest in a Solar System,
the money you would have used to pay for the system,**

- has to be used to **pay your Federal Income Tax****
- has to be used to **pay your State Income Tax****
- has to be used to **pay the Electric Co. to Heat your Water****

So . . .

**. . . If you are spending that money for taxes and utility bills,
. . . *how can you spend that money on anything else but your
Solar Water Heating System?????***

Why Convert To Solar NOW?

- * *Every week you delay —*
— the longer you wait to invest
— the more you will pay!



- 1.) *In wasted money you use to heat your water*
— Money that could have been used to pay for your Solar System.
For every \$1 increase in the cost of a Barrel of Oil, you will pay approximately .0020378457¢ more per KWH ...OR ... OVER 2¢ per KWH For every \$10 increase in the cost of a Barrel of Oil!
- 2.) *In higher system costs*
— Prices will go higher & higher, due to more demand and less supply of components.
- 3.) *In loss of \$1,000.00 in HECO incentive funds, should they end before you purchase a system and the funds are no longer available to you; availability of funds IS LIMITED*
— there is a limited amount of incentive funds each month and each year — “first come first served” — “you snooze you lose”!

**BASED ON WHAT YOU NOW KNOW,
IF WE CAN PROVIDE YOU WITH A
SOLAR SYSTEM THAT WILL MEET 100%
OF YOUR EVERYDAY HOT WATER NEEDS —
AND GUARANTEE IT TO DO EXACTLY THAT —
ARE YOU INCLINED TO STAY
WITH THE CONVENTIONAL
ELECTRIC SYSTEM YOU NOW HAVE,
OR ASSUMING THE INSTALLATION COST
OF THE SOLAR SYSTEM IS AFFORDABLE,
AND DONE ON A BASIS WHERE IT NOT ONLY PAYS
FOR ITSELF, BUT ACTUALLY MAKES YOU MONEY,
WOULD YOU LIKE TO CONVERT
TO SOLAR ENERGY?**

Considering a Solar Water Heating System for Your Home?

Let us provide a No Cost — No Obligation Solar System Design and Price Quote for Your Home.

Call Michael Gold: 454-2666

☑ **Reduce your Water Heating Cost by 90%**

Save Hundreds of Dollars a Year
On your Electric Bill

☑ **Receive a \$1,000.00 Incentive Instant Rebate From HECO on the Cost of Your System**

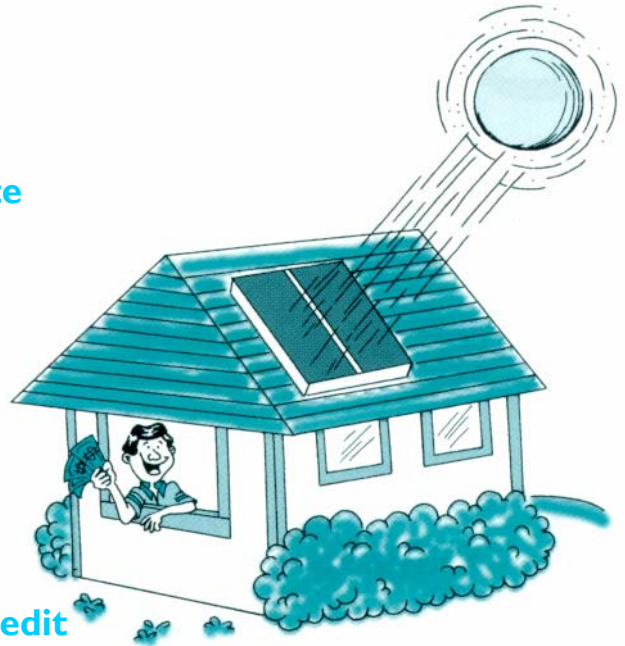
By participating in the HECO Residential Efficient Water Heating Program

☑ **Receive a 35% State Energy Tax Credit**

Save up to **\$2,250.00** off of your Solar System cost, with State Tax Savings

☑ **Receive a 30% Federal Solar Energy Tax Credit**

Save **THOUSANDS** off of your Solar System cost, with Federal Tax Savings



Let us design a **Solar Water Heating System** to meet the **Hot Water** needs of your household.

We have been designing Solar Water Heating Systems **Since 1978.**

All System Designs — Including: ALL Components, Plumbing, and Installation Materials & Fittings, meet or exceed HECO System Design Requirements — to Qualify for the \$1,000.00 Rebate. — **GUARANTEED!**

Let us present a quote for your **custom designed system.**

Call Michael Gold: 454-2666

Representing a HECO Participating Solar Contractor

