



# BLU eQ™

The most efficient heating & cooling system on the planet.

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Venture  
into the BLU™

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**Shasta®**  
**Pools & Spas**

*Only Shasta Builds Master Pools...That's The Difference*



# Believe

You can do your part to provide for a more sustainable future by tapping into **free energy** that will heat and cool your home.

Believe in **BLU eQ™**.

# Learn

Installing a **BLU eQ™** system can **save 30% to 70%** on your utility bills while providing you many years of enhanced comfort, safety and reliability.

Learn about **BLU eQ™**.



# Understand

**BLU eQ™** is also an investment in the **preservation of the environment**, for generations to come.

Understand **BLU eQ™**.

I had a **BLU eQ™** system installed on my home and within the first month I saw a savings of \$100 on my electric bill.



## think**today**

What you think today will  
change how you live tomorrow...

more on [page #6](#)

## think**tomorrow**

Invest in your future...

more on [page #7](#)

## think**different**

Take innovation and responsibility  
to the next level...

more on [page #9](#)



# think**affordable**

Benefit your bank account and the environment...

more on [page #10](#)

# think**operation**

The process of working with the earth and the environment, not against it...

more on [page #12](#)

# think**impact**

Imagine making a lasting impression...

more on [page #14](#)



# thinktoday

What if each of us did one thing, could we really make a difference? The U.S. General accounting office estimates that if [geoexchange](#) systems were installed nationwide, they could save several billion dollars annually in energy costs and substantially reduce pollution.

Each person needs to take action and do their share to preserve the earth and reduce our dependency on foreign oil.



# thinktomorrow

Arizona's #1 pool builder is now offering a technology that is truly integrated into your lifestyle. **BLU eQ™** emits no carbon monoxide or other greenhouse gasses which are considered to be major contributors to environmental air pollution.

According to the [Department of Energy](#) and the EPA, geothermal systems are the most environmentally friendly way to heat and cool

your home. With a [geothermal system](#), you can take comfort in a better environment. In addition, the lower peak demand for geothermal systems helps to postpone the need to build more expensive electric generating plants.

With **BLU eQ™** you can achieve high levels of indoor air quality, and reduce your carbon footprint.

“According to the EPA, geothermal heat pumps can reduce energy consumption, and corresponding emissions, up to 72% compared to electric resistance heating with standard air-conditioning equipment.”

U.S. Department of Energy, Energy Efficiency and Renewable Energy  
<http://www1.eere.energy.gov/geothermal/heatpumps.html>



I can't even tell my **BLU eQ™** system comes on until I hear the soothing sound of my waterfall letting me know I am saving money.

# thinkdifferent

During initial phases of development, we found that most people native to Arizona are not familiar with geothermal technology. Rest assured, geothermal systems have been used for several decades across the United States and all over the world. Thanks to the innovative collaboration of Shasta Pools and [Waterfurnace International](#), this technology is now available in Arizona.

## comfort

**BLU eQ™** provides precise distribution of comfortable air all year long, eliminating **hot spots and cold spots**. During heating, you'll experience warm air without the hot blasts associated with ordinary gas furnaces. And compared to an air-source heat pump, the air is warmer. When cooling, a geothermal unit delivers dehumidified air. For ultimate comfort, a zoning system can be added, using multiple thermostats to precisely control temperatures in various zones.

## quiet

Compared to ordinary air conditioners or heat pump, there is no noisy outside unit to disturb your neighbors or outdoor living space. Geothermal units are designed and constructed for **“whisper quiet” operation**, similar to your refrigerator. Some models include variable speed fan motors and acoustical enclosures for the compressors.

## reliable

Unlike most air conditioner and heat pump installations in Arizona, geothermal units are installed indoors (like your refrigerator), so they are **not subject to wear and tear caused by excessive sun**, rain, snow, ice, debris, extreme temperatures or vandalism. Geothermal units have proven to be very reliable and require less maintenance.



# think**affordable**

In Arizona, studies have demonstrated that nearly 80% of all electricity used in a home is used for heating and cooling air, hot water heating and circulating pool water. By installing a **BLU eQ™** system, you may qualify for incentives from **Arizona Public Service® (APS®)** that can cover up to **50% of the cost**, under their Renewable Energy Incentive Program.<sup>6</sup> The Federal Government has committed financial support with a **30% tax credit<sup>1</sup>** for costs that qualify for the Residential Energy Efficient Property Credit.

A geothermal system operates more efficiently than ordinary heating and air conditioning systems because they can deliver an astounding four units of energy for every one unit of electrical energy used. That translates into an **efficiency rating of 400%**, compared to the most efficient gas furnace, which rates only 94%. By combining stored energy from the earth with safe electric power, many homeowners **realize savings of 30%-70%** for heating, cooling and hot water.

Geothermal systems can be used in new and retrofit applications. In new homes, most homeowners will experience an immediate positive return on their investment when the system cost is added to the mortgage. In replacement installations, homeowners find that the additional upfront cost is generally recovered in energy savings within a few years.

With benefits like these, now is the time to **Venture into the BLU™!**



# thestats

	Typical Cost of a New Home Installation	Utility Rebate <sup>6</sup>	Federal Tax Credit <sup>1</sup>	Sub Total	Potential Sale of Heat Pump <sup>4</sup>	AZ State Tax Subtraction <sup>2</sup>	Energy Savings After 10 Years <sup>5</sup>	Replacement Costs for Air Source Heat Pump in 10 Years <sup>3</sup>	Total Value After 10 Years <sup>5</sup>	Increase in Appraisal Value
<b>APS Customer</b>	\$25,000	\$12,500	\$3,750	\$8,750	\$1,000	\$5,000	\$12-20,000	\$10-15,000	+\$22-35,000	+\$24-40,000
<b>SRP Customer</b>	\$25,000	\$600	\$7,320	\$17,080	\$1,000	\$5,000	\$12-20,000	\$10-15,000	+\$22-35,000	+\$24-40,000

<sup>1</sup> Contact your Certified Public Accountant regarding the Federal Tax Credit in regards to your personal tax situation.

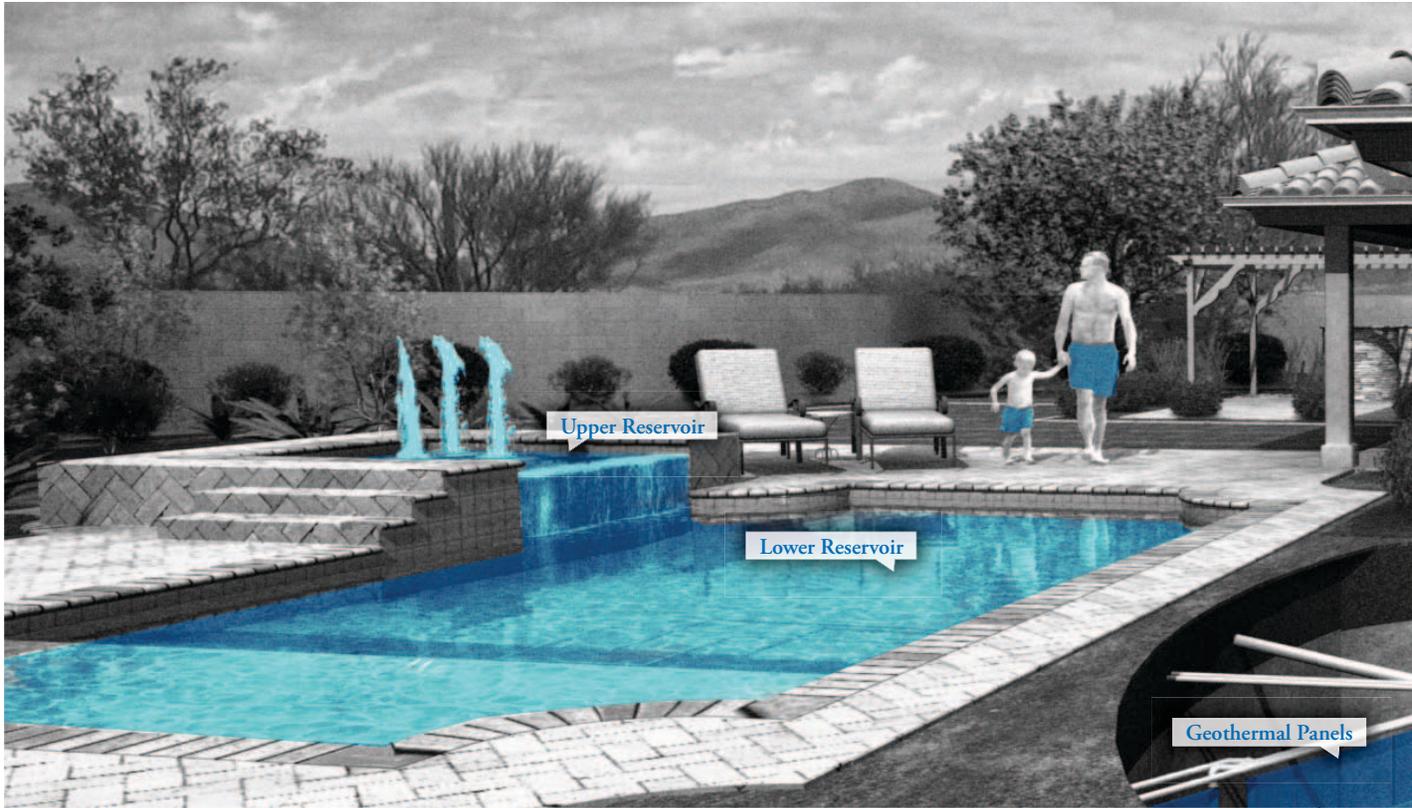
<sup>2</sup> The Arizona State tax subtraction applies if your home exceeds the 1995 standard for energy efficiency at time of home sale. See DSIRE and your Certified Public Accountant regarding your personal tax situation.

<sup>3</sup> Estimates on the life expectancy of an air source heat pump in the Arizona climate at 10 years. It could be less or more. Also estimates on the life expectancy of the Waterfurnace geothermal heat pump at 20 years.

<sup>4</sup> Potential sale of existing equipment. Heat pump sale price may vary.

<sup>5</sup> Potential savings and value may vary.

<sup>6</sup> See your local utility provider for more information on what incentives you qualify for.

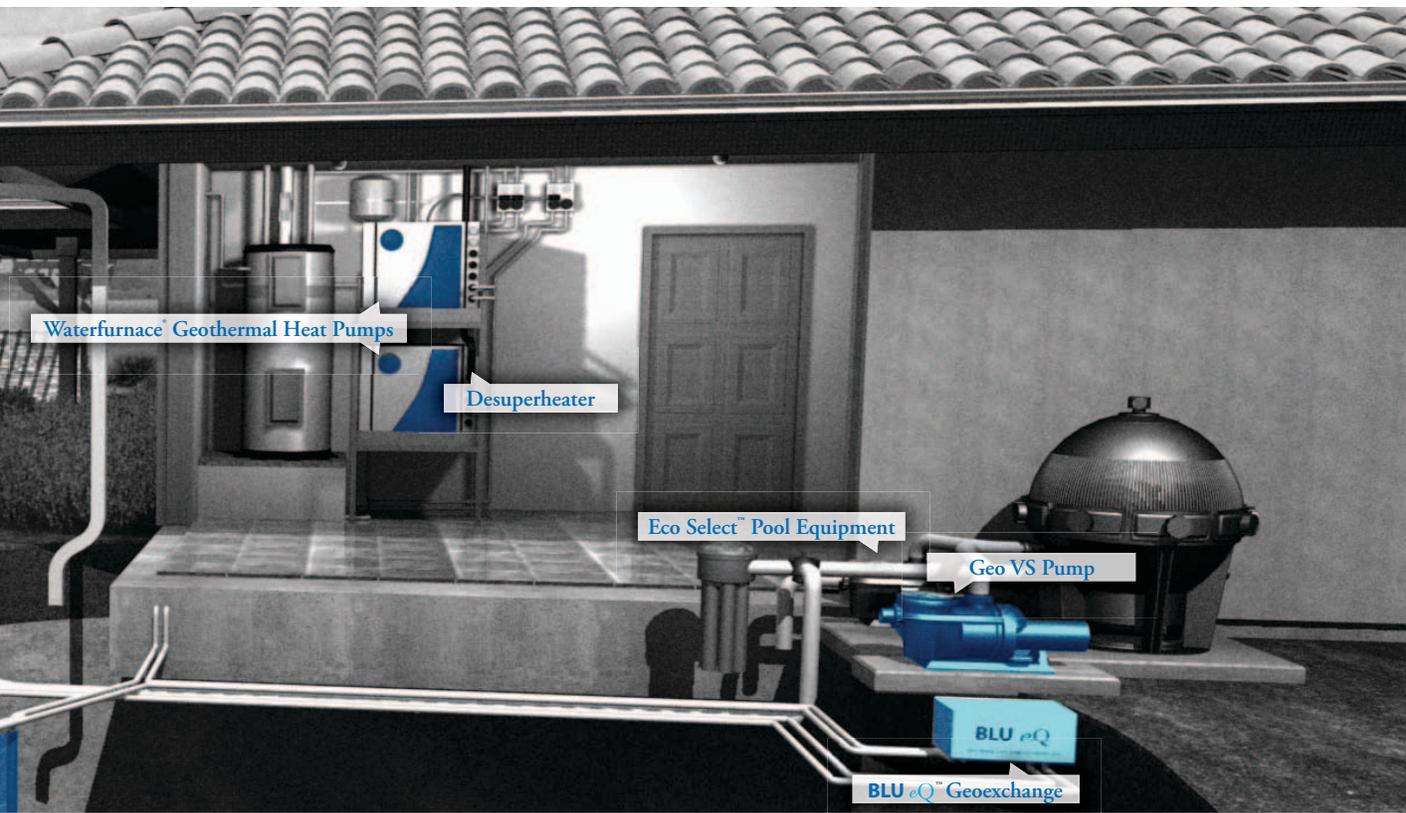


# thinkoperation

No matter what climate you live in, the temperature throughout the year varies. For some climates that means blazing summers that cool to frigid winters. What many people don't realize is that the temperature below the ground (regardless of climate or season) stays fairly consistent all year.

The ground is able to maintain a higher rate of temperature consistency because it absorbs 47% of the sun's energy (heat) as it hits the earth's surface. The **BLU eQ™** system is able to tap into this free energy from the earth and the reservoir water. This technology is then used to provide your home with central heating and cooling.

The **BLU eQ™** system uses the stable temperature of the earth and water to efficiently **absorb, transfer and release heat**.

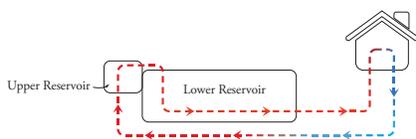


### heating

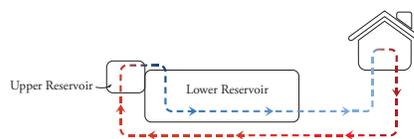
During the heating cycle, the **BLU eQ™** system uses the earth loop to extract heat from the ground and the reservoir water. As the system pulls heat from the loop, the Waterfurnace® geothermal heat pump distributes it through a conventional duct system as warm air.

### cooling

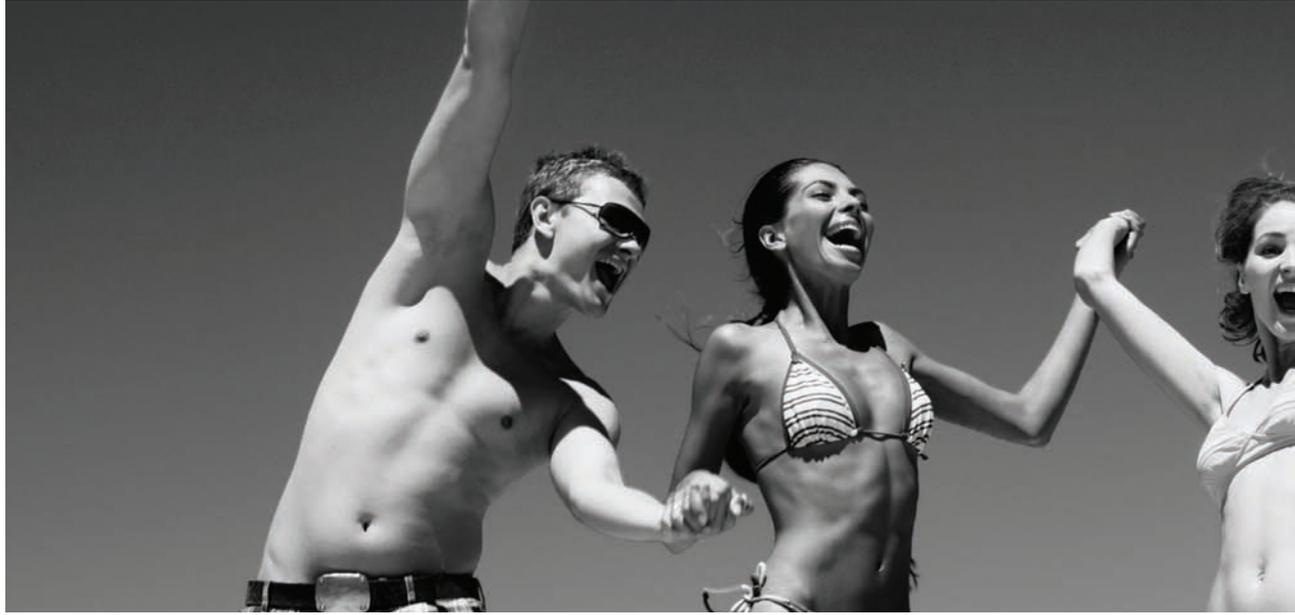
In the cooling mode, **BLU eQ™** is used to extract heat from your home that is either moved back into the earth or used to heat the water in your reservoir. Once the heat is removed, cool air is distributed through the duct system in your home.



winter

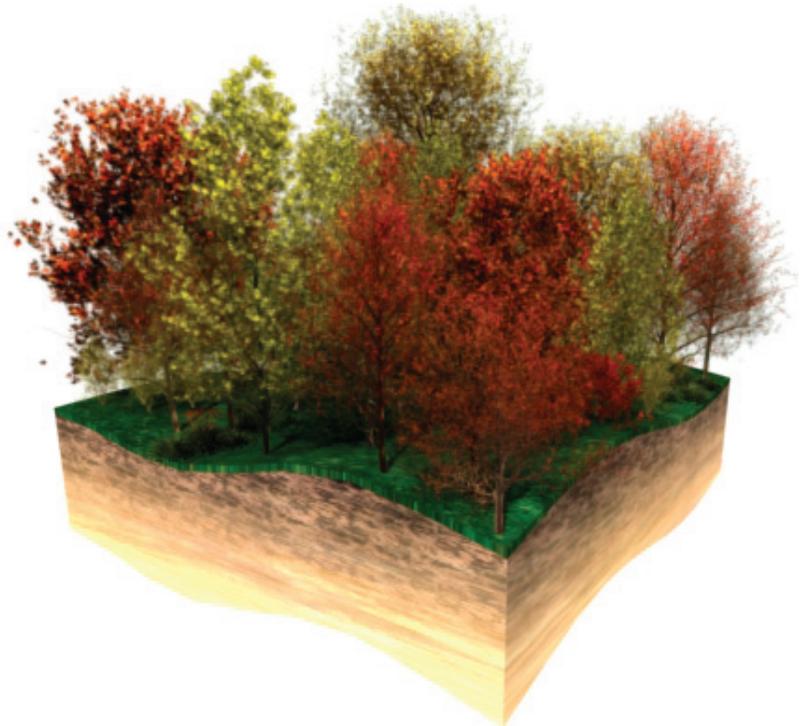


summer



# think**impact**

Installing a geoexchange system in a typical home is equal, in greenhouse gas reduction, to planting **785 trees**.





According to the EPA, there are more than **1,000,000 geothermal systems** installed in the United States. These installations have resulted in the following energy consumption reductions:

- Annual savings of nearly 8 billion kWh
- Annual savings of nearly 40 trillion Btus of fossil fuels
- Reduced electricity demand by more than 2.6 million kWh

The monumental impact of the current use of geothermal heating and cooling is equivalent to:

- Taking close to 1,295,000 cars off the road
- Planting more than 385 million trees
- Reducing US reliance on imported fuels by 21.5 million barrels of crude oil per year

Now you can do something to help the environment while helping yourself and saving money!

Innovation through Partnership

