



Press Release

March 28, 2019

For Immediate Release

Contact: Bill Clary 918-645-7525
info@greaternewburyportgreenexpo.com

What Are Air Source Heat Pumps and Why is Everyone's Talking About Them?

Transitioning towards a smaller carbon footprint at home is a process. People need help understanding their options for reducing or eliminating fossil fuels from home heating and cooling systems. For example, what is an air source heat pump?

Mike Cappuccio is particularly passionate about air source heat pumps because of their low operating costs and reliability. As president and owner of N.E.T.R., Inc. his company has exclusively focused on air source heat pumps for the past 20 years, since 2001. N.E.T.R. is a signature sponsor, exhibitor, and speaker at the Greater Newburyport Green Expo on April 11, 2019 from 4 to 8 PM at the Nock Middle School. Mike's QuickTalk is on air source heat pumps.

His passion for heat pumps is so great that he is launching a series of educational seminars at a brand new N.E.T.R. training facility in Andover, MA because it's exciting for people to see how this technology works. Inside the training room, air source heat pumps are running so that people who come to learn can see them, hear them and feel them. He wrote *Your Complete Guide to Energy Efficient Cooling with Ductless HVAC* to help people understand how these ductless mini-splits stack up against traditional cooling options.

The technology is so new that many technicians in the US are not trained to install and maintain them properly. Mike has been traveling around the country for the last five years consulting with contractors on how to adopt this technology into their businesses. He says the United States is behind the curve compared to European countries, for example, where 88-90% of buildings use air source heat pumps for heating and cooling. When he first started using this technology in 2000, his company installed \$20,000 worth of heat pumps. In 2018, the business had grown to \$5 million. "This is our future," Mike says. "Over the next 30 years, demand for AC is set to triple."

Unlike central HVAC units, air source heat pumps don't have ducts. They're also called ductless mini-splits. For cooling, they move an environmentally friendly refrigerant between the indoor and outdoor system units using small tubing that runs through the walls or ceiling cavities, and cool air blows out of the indoor units rather than out of vents connected to ducts. For heating, heat pumps do not generate heat, but move outdoor heat inside in a way that cuts electricity use by 50% compared with forced air electric furnaces and electric baseboards. Most electricity is produced from coal, gas or oil generators that convert only about 30% of the fuel's energy into electricity.*

Mike absolutely wants people to get a home energy assessment first because a heat pumps will be more efficient if they do. One of the Green Expo organizers, Jo Ann Clemens, who also led the

Solarize Newburyport Plus Newburyport City initiative in 2018, said “I had N.E.T.R. Inc. assess my 160-year old ductless home for Air Source Heat pumps for both heating and cooling during the Solarize Plus City of Newburyport program in 2018. I went forward with the installation and I'm extremely happy with all aspects of the project. N.E.T.R. also took care of all the paperwork required for my rebates and credits from Mass Save.”

The first two N.E.T.R. seminars are both on Saturdays, April 27 and May 11 from 10-11 AM at the N.E.T.R. training center. One program will specifically address owners who currently heat with oil. Homeowners will learn how to integrate the mini-splits with their existing heating system. N.E.T.R. Inc. is a signature sponsor of the Greater Newburyport Green Expo where Mike will give a QuickTalk on air source heat pumps. At the Green Expo, Mike will be offering a heat pump discount for anyone who signs up for the seminars at his new training facility.

N.E.T.R., Inc. is the largest ductless contractor in New England. They have installed about 56 heating systems in the Greater Newburyport area, mostly in Ipswich and Newburyport. The company's 48 employees primarily service cities and town inside I-495. N.E.T.R. technicians, originally Mass Save trained, are now trained by N.E.T.R. in the new training center on 85 Flagship Drive, North Andover. MA. <https://www.netrinc.com/>

About the Greater Newburyport Green Expo: Come join us at the Greater Newburyport Green Expo on April 11, from 4-8 PM at the Rupert A. Nock Middle School. It's a fun and free event to bring our community together to discuss climate change solutions, learn about the City of Newburyport's energy, recycling, waste and sustainability programs, plans and goals, and determine the actions we can personally take to contribute to a cleaner, more sustainable, healthier world for everyone. For more information: www.GreaterNewburyportGreenExpo.com

* <https://www.energy.gov/energysaver/home-heating-systems/electric-resistance-heating>

* * * * *