

## Content Ideas:

Content copy and value propositions can be used across advertisements, newsletters, websites, social media, and other marketing platforms. To make things easier, we've provided content that can be quickly copied and pasted wherever needed. Feel free to customize the text by adding calls to action or other utility-specific messaging that best fits your audience.

## Content Copy

- [Steffes Electric Thermal Storage \(ETS\)](#) residential heating systems let you take control of your home's warmth. Designed with comfort at the forefront, our heating systems deliver efficient, reliable warmth while helping you make the most of off-peak energy
- Built with innovation and performance in mind, Steffes ETS systems store heat during lower-cost hours and release it when you need it most, giving you a smarter, more-effective way to stay comfortable year-round.
- Steffes Electric Thermal Storage heating systems can be set to pull electricity from the grid when the demand is low. That could be midday, when most are away at work or school, or midnight, when most are sound asleep. **Save money on your heating bill** and use [Cooperative Name and rate].
- Steffes's ETS heating systems deliver comfort, efficiency, and flexibility, making them the smart choice for both **new builds and renovation projects**.
- Designed to warm **single rooms or entire homes** using **forced-air or hydronic heating** technology, our line of premium products offers homeowners the ability to choose a heating strategy that is perfect for their home.
- [Cooperative Name] **offers rebates and incentives**, allowing you to upgrade to ETS all while saving money and enjoying reliable warmth year after year.
- [Cooperative Name] is a dealer of Steffes ETS systems that store heat during off-peak hours when electricity costs are at their lowest, then release it when it is required throughout the day. Learn more about how you can lower your heating bill.

## Value Propositions

- **Lower Heating Costs** – Store heat during off-peak hours when electricity rates are lower and use it when you need it most.
- **Reliable Comfort** – Enjoy consistent, dependable warmth throughout your home in every season.
- **Safe, Comfortable Heat** – Built with innovation and safety at the forefront, Steffes ETS products undergo rigorous safety testing by UL Solutions.
- **Comfort without Compromise** – Enjoy warmth when you need it most, all while saving money on your utility bill.
- **Built for New and Existing Homes** – Designed for both new construction and renovation projects, Steffes ETS systems provide a flexible heating solution tailored to your needs.