



ELECTRIC THERMAL STORAGE



Marketing & Media Guide



701-483-5400



off-peak@steffes.com



www.steffes.com/ETS

Introduction

We are so pleased you are selling Steffes heating systems and want to help you increase your bottom line by providing you with support for advertising your program. In this marketing and media kit, we have provided you with guidance for advertising including access to the Steffes logo, product pictures, graphics, content ideas and brochures for your use when creating your marketing campaign.

We are pleased to help with your marketing efforts. For assistance, please reach out to our marketing team using the **contact information** provided on the cover.

The Steffes Marketing Resources webpage provides the following information:

- Marketing & Media Kit Guide (this document)
- Getting Started with Facebook Advertising
- Step-by-Step Guide on How to Boost a Post
- Virtual Tools
 - *Virtual Home Experience*
 - *Video on how Electric Thermal Storage works*
 - *Steffes ETS Facebook Page*
- Steffes ETS Product Catalog
 - *A complete guide to all Steffes Electric Thermal Storage products to help you find the perfect solution for an efficient and reliable heating system tailored to your needs.*
- Brochures:
 - *Steffes Air Handler*
 - *Steffes BACnet Control*
 - *Steffes Comfort Plus Forced Air Furnace*
 - *Steffes Comfort Plus Hydronic Furnace*
 - *Steffes Connect/Transceiver*
 - *Steffes Room Heater*
 - *Steffes Serenity Forced Air Furnace*
 - *Steffes ThermElect Hydronic Furnace (commercial)*
 - *Steffes + Off-Peak Rates*
 - *Steffes Virtual Home Experience*
- Graphic and Text Options:
 - *Family friendly photos to support marketing efforts when promoting Steffes heating systems.*
- Product Images
 - *Comfort Plus Forced Air - 4100*
 - *Comfort Plus Hydronic - 5100*
 - *Room Heater - 2100*
 - *Serenity Forced Air 4200*
 - *ThermElect Hydronic*
- Logos:
 - *Steffes Brand Standards Guide*
 - *Logos with and without ETS tag line in multiple versions (eps, png)*
- Banners
 - *Electric Thermal Storage*
 - *Off-Peak Electricity*
 - *Virtual Home Experience*
 - *Beneficial Electrification*

Logos

We have multiple versions of the Steffes logo available for your use. We have included different versions of our logo in this kit, including a copy of our **Brand Standards Guide**. The Brand Standards Guide provides simple guidelines for using the Steffes brand to eliminate confusion, making your job easier and resulting in the best quality image. If you have any questions or need a different logo format, please contact our marketing department at steffes@steffes.com.

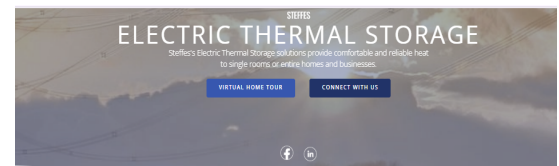
Logo Examples



Steffes Website

The Steffes Electric Thermal Storage (ETS) website has been designed to be a source of information for you and your customers. It includes product information, brochures, installation manuals, and technical data sheets for download. The Steffes website also has a **Dealer Locator** tool designed to help consumers locate dealers in their region to install or service Steffes ETS heating systems.

Website URL: steffes.com/ets



Across North America, electrification is transforming the way we power our lives—reducing dependence on nonrenewable resources and building a cleaner energy future. With over 25 years of expertise in the heating industry, Steffes leads the way in the decarbonization movement by delivering efficient and sustainable electric heating solutions.

At the heart of our mission is Electric Thermal Storage (ETS) technology. Each system contains specially engineered ceramic bricks that can store heat for extended periods of time until it's needed, delivering comfort exactly when and where it's required. Because these bricks are heated with electricity pulled from the grid when it's less expensive, like in the middle of the night, customers benefit from savings on their heating bill. Our ETS products can be used in forced-air or hydronic applications, including baseboard and under-floor heating, and can even be paired with heat pumps for maximum efficiency. From individual rooms to entire buildings, the applications are virtually endless.

Our solutions don't just heat spaces—they also support the power grid by helping balance supply and demand. Because they can utilize off-peak electricity from the grid, Steffes products help create a more resilient and reliable system for everyone.

Made in North America and tested to US safety standards, our products are environmentally friendly and built to last. And with Steffes' commitment to excellence, customers benefit from our expertise and support before, during, and long after installation.

Virtual Home Experience

We have a Steffes Virtual Home Experience, which is a new tool for you to share. Customers will be able to explore Steffes Electric Thermal Storage products in a virtual experience. This interactive walk-through illustrates how each Steffes system works in the home to increase comfort and efficiency.

Website URL: steffes.com/ets/virtualhome

Find us on Facebook

Our page is frequently updated and gives valuable insight promoting ETS. Follow us and interact with our product and program information to support your business.

Find us on Facebook [@SteffesETS](https://www.facebook.com/SteffesETS)

HOW DOES ETS TECHNOLOGY WORK?

HOMEOWNERS
Steffes ETS heating systems deliver comfort, efficiency, and flexibility, making them the smart choice for both new builds and retrofit 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. And with potential rebates and incentives available, upgrading to ETS means saving money while enjoying reliable warmth year after year.

COMMERCIAL PROPERTY OWNERS & DEVELOPERS
From schools and hospitals to banks and office buildings, commercial spaces of all types and sizes have implemented Steffes ETS heating solutions. Our line of quality-manufactured products can be used in new construction or retrofit projects, and our products integrate seamlessly with forced-air or hydronic systems. Commercial property owners and developers also benefit from reduced operating costs as Steffes' heating solutions qualify for potential rebates and incentives from various sources.

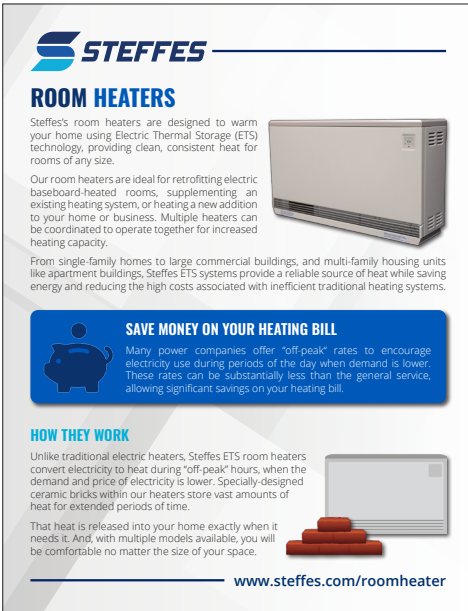
POWER COMPANIES
Steffes partners with power companies to deliver smarter energy solutions for their customers. Our ETS heating systems can be programmed to draw electricity during off-peak hours, helping utilities balance demand, reduce strain on the grid, and ensure greater reliability. This collaboration not only strengthens the power grid but also supports long-term energy resilience for communities.

DEALERS & DISTRIBUTORS
Steffes ETS heating solutions bring forth new opportunities for dealers and distributors as they serve both residential and commercial customers. By adding ETS technology to their lineup, dealers and distributors can diversify their product offerings and stand out from competitors. To ensure success, we certify dealers to sell and install our products then connect them directly with customers in their area.

WHAT'S NEW IN ELECTRIC THERMAL STORAGE

Product and Marketing Brochures

We have NEW Steffes ETS brochures that are now available to help you reinforce your sales efforts when selling Steffes heating systems. The brochures include information regarding how our systems work, benefits of having the system in your home, and technical details.



STEFFES

ROOM HEATERS

Steffes' room heaters are designed to warm your home using Electric Thermal Storage (ETS) technology, providing clean, consistent heat for rooms of any size.

Our room heaters are ideal for retrofitting electric baseboard-heated rooms, supplementing an existing heating system, or heating a new addition to your home or business. Multiple heaters can be coordinated to operate together for increased heating capacity.

From single-family homes to large commercial buildings, and multi-family housing units like apartment buildings, Steffes ETS systems provide a reliable source of heat while saving energy and reducing the high costs associated with inefficient traditional heating systems.

SAVE MONEY ON YOUR HEATING BILL

Many power companies offer "off-peak" rates to encourage electricity use during periods of the day when demand is lower. These rates can be substantially less than the general service, allowing significant savings on your heating bill.

HOW THEY WORK

Unlike traditional electric heaters, Steffes ETS room heaters convert electricity to heat during "off-peak" hours, when the demand and price of electricity is lower. Specially-designed ceramic bricks within our heaters store vast amounts of heat for extended periods of time.

That heat is released into your home exactly when it needs it. And, with multiple models available, you will be comfortable no matter the size of your space.

www.steffes.com/roomheater



STEFFES

COMFORT PLUS Forced Air

OPTIMAL OPTIONS

The Steffes Comfort Plus Forced Air Furnace (4100 Series) is a ducted heating system designed to stand alone or work in conjunction with a heat pump for increased efficiency. All Steffes Comfort Plus Forced Air Furnaces are equipped with a variable speed blower to ensure consistent, even temperature output to meet your comfort requirements.

SET IT AND FORGET IT

The Comfort Plus Forced Air Furnace's operation is completely automatic. A sensor monitors outdoor temperature to regulate the amount of heat stored in the bricks. The room thermostat is set to control heat delivery so the desired comfort level can be maintained using the safe, clean, reliable and economical stored off-peak heat.

LEARN MORE
www.steffes.com/comfortplusforcedair

OFF-PEAK SAVINGS

Our Electric Thermal Storage (ETS) technology allows the Comfort Plus Forced Air Furnace to convert electricity to heat during off-peak hours, when the demand for and price of electricity is low. Specially-designed ceramic bricks within our units store vast amounts of heat for extended periods of time. With this stored off-peak heat, the Steffes Comfort Plus Forced Air Furnace can deliver clean, consistent comfort 24 hours a day. In addition, by only consuming electricity during off-peak hours, the Comfort Plus can save you up to 70 percent on your electric bill compared to traditional heating systems.



STEFFES

COMFORT PLUS Hydronic

BUILT FOR COMFORT

The Steffes Comfort Plus Hydronic Furnace (5100 Series) adds a new dimension to heating by blending hydronic heating with Electric Thermal Storage (ETS) technology. During off-peak hours, when electricity costs and energy usage rates are low, the Comfort Plus Hydronic Furnace converts electricity into heat and stores it in specially-designed ceramic bricks located inside the unit. Through the use of a heat exchanger, this stored heat is transferred to water and then delivered to areas where it is needed.

The Furnace is extremely flexible and can handle multiple heating zones. Heat can be delivered by a radiant floor system, baseboard radiation, free standing radiators, a forced air system or almost any combination of zoned delivery systems.

LEARN MORE
www.steffes.com/comfortplushydronic

ECONOMICAL & EFFICIENT

When interfaced to a heat pump, this furnace offers one of the most economical heating and cooling options available. By pairing the two systems, the Comfort Plus Hydronic Furnace will add the precise amount of supplemental heat required to ensure constant comfort while still allowing full optimization of the heat pump's efficiency.

The Comfort Plus Hydronic Furnace is easy to operate. Just set the room thermostat to the desired comfort level and enjoy the safe, clean, reliable and economical heat this off-peak system provides.



STEFFES CONNECT

REMOTE CONTROL AND VISIBILITY OF YOUR STEFFES HEATING SYSTEM

Receive peace of mind with Steffes Connect. Our new web-based application pairs with compatible Steffes Transmitters to provide homeowners visibility and control of their Steffes heating systems from anywhere at any time.

Steffes Connect delivers Internet of Things (IoT) functionality to compatible transmitters, which can be installed with a new or existing Steffes heating system. It can also control electric devices, such as a dishwasher, freezer, washing machine, water heater, or other electric heating devices in the home.

STEFFES CONNECT ALLOWS HOMEOWNERS TO

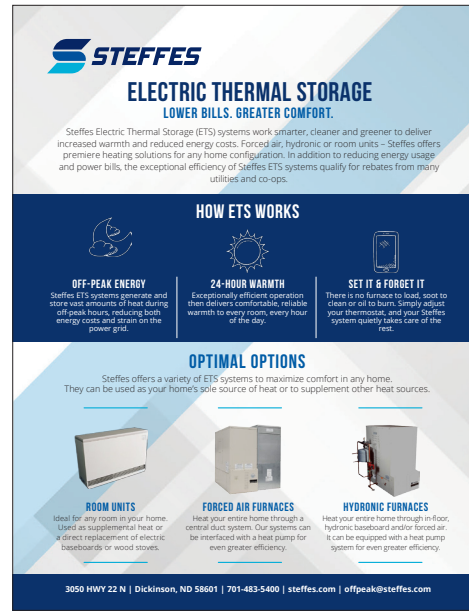
- Control Steffes heating system from anywhere, any time using a web-connected device
- Check current rate status (peak, off-peak, shoulder)
- View rate schedule (dependent upon Power Company)
- Adjust room units to the home or away setting*
- Check indoor temperature and/or outdoor site temperature*
- Control other electric devices on the same rate schedule
- Schedule automatic home/away heater setting changes
- Schedule optional notifications for online and offline status and/or temperature limits

STEFFES CONNECT FEATURES

- Easy account setup at steffesconnect.com
- Unlimited additional account users
- Weather forecasts at device locations
- Enhanced security and protection

STEFFES
www.steffes.com/steffesconnect

*Specific room/temperature controls be manipulated only require the purchase of an indoor and/or outdoor Temperature Sensor Kit.



STEFFES

ELECTRIC THERMAL STORAGE

LOWER BILLS. GREATER COMFORT.

Steffes Electric Thermal Storage (ETS) systems work smarter, cleaner and greener to deliver increased warmth and reduced energy costs. Forced air, hydronic or room units – Steffes offers premiere heating solutions for any home configuration. In addition to reducing energy usage and power bills, the exceptional efficiency of Steffes ETS systems qualify for rebates from many utilities and co-ops.

HOW ETS WORKS

OFF-PEAK ENERGY
Steffes ETS systems generate and store vast amounts of heat during off-peak hours, reducing both energy costs and strain on the power grid.

24-HOUR WARMTH
Exceptionally efficient operation then delivers comfortable, reliable warmth to every room, every hour of the day.

SET IT & FORGET IT
There is no furnace to heat, soot to clean or oil to burn. Simply adjust your thermostat, and your Steffes system quietly takes care of the rest.

OPTIMAL OPTIONS

Steffes offers a variety of ETS systems to maximize comfort in any home. They can be used as your home's sole source of heat or to supplement other heat sources.

ROOM UNITS
Ideal for any room in your home. Used as supplemental heat or a direct replacement of electric baseboards or wood stoves.

FORCED AIR FURNACES
Heat your entire home through a central duct system. Our systems can be interfaced with a heat pump for even greater efficiency.

HYDRONIC FURNACES
Heat your entire home through in-floor, hydronic baseboard and/or forced air. It can be equipped with a heat pump system for even greater efficiency.

3550 HWY 22 N | Dickinson, ND 58601 | 701-483-5400 | steffes.com | offpeak@steffes.com



STEFFES + OFF-PEAK RATES

Get Comfortable with Low Cost Electricity!

Many power companies offer substantial discounts on electricity consumed during off-peak hours. Off-peak hours are the times of day when the power companies have excess energy supply due to low demand or an abundance of renewable energy sources. Steffes heating systems take advantage of these off-peak times by storing this low cost, available energy as heat for use anytime day or night.

Renewable Energy Storage & Energy Efficiency

Steffes heating systems allow for full utilization of power from renewable energy sources such as wind and solar by serving as a "thermal battery" to harness this energy for heating. These innovative heating products enhance the efficiencies that can be obtained from an air source heat pump. They can also be integrated with utilities smart grid technologies.

Learn what Customers are Saying about Steffes Heaters:

"I have had mine for 10+ years. Love them! They save me around 30% on my bill for heating. After 5 years they paid for themselves." - Greg

"Love my Steffes. Our electric bill dropped dramatically!!!" - Phyllis

"I have had two of these devices and they are super machines when it comes to using electric heat in homes." - Rick

Find a Dealer Today: www.steffes.com/ets

Printed copies are available upon request. Please contact Steffes Marketing.

Advertising ideas

A successful advertising campaign reaches the targeted audience effectively by communicating a message to drive action. By embracing this message through different types of advertising it helps generate awareness, drives action, and helps increase revenue. We've listed some examples of different types of advertising options available to you.

Traditional Marketing

Traditional marketing refers to mass media advertisements that deliver a message through a traditional form of advertising such as newspapers, magazines, radio, television and billboards. Direct marketing is also a form of traditional marketing that presents information to a target customer through as specific call to action on a marketing piece like a postcard, email or statement stuffer.

Get Comfortable with Time-of-Day Rates and Steffes heating systems!

EXCLUSIVE REBATES FOR NOVA SCOTIA RESIDENTS!

- \$25 per kW Gift Card** for any new Room Unit purchased and installed between 3/1/2019 and 6/30/2019
- \$250 per Furnace Gift Card** for any new Comfort Plus furnace purchased and installed between 3/1/2019 and 6/30/2019

Come see us at the Pictou County Home Show March 29-31

More info at Steffes.com/NovaScotia

Terms and conditions subject to change by Steffes. Registration and proof of purchase must be submitted online by 7/15/2019 to receive the gift card. Please visit www.steffes.com/novascotia for more details.




Feel the Warmth. See the Savings!

Learn how a Steffes Electric Thermal Storage heater can get you on Nova Scotia Power's Time-of-Day rates and save money on your heating bill!

REBATE OFFERING
\$20/KW for any new Room Unit heater purchased and installed between September 1st, 2019 and January 15th, 2020

\$250
for any new Comfort Plus or Comfort Plus Hydronic home furnaces purchased and installed between September 1st, 2019 and January 15th, 2020



Feel the Warmth. See the Savings!

Learn how a Steffes Electric Thermal Storage heater can get you on Nova Scotia Power's Time-of-Day rates and save money on your heating bill!

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More info at Steffes.com/NovaScotia




RELAX... IT'S OFF-PEAK HEATING

STEFFES
www.steffes.com/offpeak

AFFORDABLE, COMFORTABLE, AND RELIABLE



Contact your local electric cooperative about how a Steffes heater can save you money!

 NORTH ITASCA ELECTRIC A Touchstone Energy Cooperative	 Cooperates Light & Power A Touchstone Energy Cooperative	 Lake Country Power A Touchstone Energy Cooperative	 ECC East Central Energy A Touchstone Energy Cooperative
218-743-3131	218-834-2226	800-421-9959	218-663-7239 800-254-7944

Feel the Warmth. See the Savings!

Slash your heating bill up to 60% with Off-peak Rates and a Steffes heater




Call Lake Country Power at 800-421-9959 to learn more. Press 6 for our member service department.



RELAX... IT'S TIME-OF-DAY HEATING

STEFFES
www.steffes.com/offpeak

AFFORDABLE, COMFORTABLE, AND RELIABLE



Go to the web address above to find out how a Steffes heater can help save you money!

Digital Marketing

Digital marketing is any advertisement delivered electronically through online (digital) channels. Examples of these are: display, social media advertisements, email, and search engine optimization (SEO), search engine marketing (SEM), Pay Per Click (PPC), remarketing and retargeting.

Landing Pages

A well-designed landing page is essential for showcasing your business and the value of your products or services. When advertising Steffes ETS products, please drive all of your traffic to your landing page. By directing potential customers to a specific page on your website, you create an effective space to inform, engage, and convert them into ETS users. This targeted approach drives all digital campaigns toward a single, purpose-built page, boosting both traffic and conversions.

An example of an effective landing page is Navopache Electric Cooperative's dedicated page for Steffes ETS products. This page highlights the products directly, making it easy for customers to find the information they need without searching through the site. We encourage you to leverage the resources we've provided to create a landing page that aligns with your business goals and resonates with your audience.



Home About Us ▾ Member Care ▾ Applications & Forms ▾
Energy Services ▾ SmartHub Payment Options ▾ Community ▾
News and Events ▾ Outages ▾ FAQ's Careers Capital Credits ▾
Construction Services ▾

ETS Heating

Electric Thermal Storage (ETS) Heaters

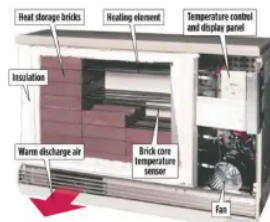
NEC continually strives to offer our members products and services that promote opportunities to control their monthly electric bill while also keeping in mind energy efficient options. Heating in a typical U.S. home is a significant amount of energy consumption, controlling your heating expense is an effective way to control your monthly electric bill. One of the energy efficient options available to our members are ETS heaters through NEC.



Electric Thermal Storage (ETS) Heaters

Members may be able to benefit from a heating system that stores electric heat during NEC's off-peak hours when the cost of electricity is lower.

During NEC's established off-peak hours, ETS heaters convert electricity into heat that is stored in high-density ceramic bricks. These bricks can store vast amount of heat to be used during on-peak times when energy cost the most. ETS heaters can heat anything from a room to a whole home. With a built in thermostat you can control the comfort you want at an affordable price.



ETS units are:

- Safe, clean, comfortable heat
- No smoke, no fumes, no mess
- Easy to operate
- No routine maintenance
- Manufactured in North America
- Carry 5-Year limited manufacturer's warranty for parts

Other items to support your campaign

You can use physical items to promote your campaign as well. Items such as vehicle decals or providing clothing and hats to those out in the field are great examples. Hanging signage such as posters and/or banners up in your office, or using them at events such as home shows is another tool to promote your campaign.

Here are a few places you can order from: 4imprint, vistaprint, zazzle, custom ink, and pinnacle.

**RELAX...
IT'S OFF-PEAK HEATING**
AFFORDABLE, COMFORTABLE, AND RELIABLE

ASK US ABOUT STEFFES OFF-PEAK HEATING OPTIONS

STEFFES.COM/ETS **STEFFES**
HEATFORLESSNOW.COM

STEFFES
**COMFORT PLUS
Off-Peak
Heat Pump System**

Comfortable and Affordable
IT'S ALL-ELECTRIC

*The Wise
Choice*

Off-Peak Heating Systems
Designed with You in Mind

Comfort
Feel good all day, every day even at coldest temperatures

Affordable
Experience low operating costs when using with off-peak electric rates

Stable and Predictable Heating Bills
Because there is more to life than worrying about out of control fluctuations in fuel prices

Dependable
Relax knowing you will have heat when you need it the most, even when you are sound asleep

Efficient
100% efficient, no wasted energy

Reliable
Avoid unnecessary headaches that come with servicing, cleaning and maintaining other heating systems.

Safety
Peace of mind for you and your family

STEFFES
HEATFORLESSNOW.COM

AUTHORIZED DEALER

STEFFES
Electric Thermal Storage

Ask us how you can lower your heating bill!!



STEFFES
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

**Get Comfortable
With Off-Peak
Electricity!**

STEFFES ETS SYSTEMS
Steffes ETS systems store heat during off-peak hours when electricity costs are at the lowest, then release it when it is required throughout the day.

TIME OF USE RATES (TOU)
With TOU rates you save money by using standard electricity during off-peak portions of the day.

STEFFES + TOU RATES
It automatically delivers savings by storing heat while taking advantage of the cheaper off-peak power rates.

www.steffes.com/ets

STEFFES
CUSTOMER FOCUSED. SOLUTION DRIVEN. FIELD PROVEN.

**BENEFICIAL
ELECTRIFICATION
with Electric Thermal Storage**

Room Unit
Ideal for any room in your home as supplemental heat or a direct replacement of electric baseboards.

Comfort Plus Forced Air
This system heats your home through a central duct system and can be interfaced with a heat pump for greater efficiency.

Comfort Plus Hydronic
This system heats your home through in-floor radiant, baseboards and can be interfaced with forced air.

www.steffes.com/ets