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Energy Insider

Ideas to grow your business

Better air quality with a better bottom line: Why customers choose condensing MUAs

For buildings with greater ventilation requirements, condensing make-up air units can improve air quality, provide greater comfort and create a healthier environment. Check out this quick primer to provide your customers with a solution that saves.



What is make-up air?

Make-up air (MUA) units are designed to bring in fresh, outdoor air to replenish the air that's been pushed out through exhaust systems. This helps improve comfort, safety and air quality for those inside.

What buildings are best suited for make-up air units?

Make-up air units are recommended for buildings with greater ventilation requirements—whether it's removing contaminants or providing a more comfortable indoor temperature. If you have customers that operate commercial kitchens and restaurants, multi-unit residential buildings, manufacturing facilities, wastewater treatment plants or fitness centres, they may benefit from MUAs.

How do MUAs work?

MUA units take in fresh air from outdoors. The air first passes through filters and dampers to regulate how much air is brought in, removing dust, debris, smoke and other contaminants in the process. It's then heated with a gas-fired heat exchanger before being blown as tempered air into a space.

What's the advantage of a condensing MUA?

Condensing MUA units are similar to non-condensing models, but with much more efficient burners and multiple heat exchangers that extract more waste heat. With less natural gas needed to heat the air, condensing MUAs provide the same level of output, for a lower cost.

The benefits stack up:

- 90 percent efficiency.
- Lower natural gas and electricity costs.
- Higher indoor air quality and comfort for employees and customers.
- Fewer odours, with fresh, ventilated air.
- More control, with a high turn-around feature.

Incentives for condensing MUAs

Help customers offset the upfront equipment costs while realizing ongoing energy savings, year after year. Business partners also receive an additional \$100 incentive per unit!

	Customer incentive	Business partner incentive
Constant speed	\$0.50/CFM	\$100 per unit
2-speed and VFD	\$1.00/CFM	\$100 per unit

Contact our team

Bring in an Energy Solutions Advisor to help support your project and speed up payback for your customers.

[**CONTACT OUR TEAM**](#)

Get rewarded for helping customers upgrade

There are many advantages to bringing Enbridge Gas on as an extension of your project team: we can reinforce estimated savings and lend credibility; our Energy Solutions Advisors provide free consulting services on projects; and incentives are an added value to help offset costs and speed up payback for customers.



Get up to \$100 per unit for most equipment

As a business partner, you can receive financial incentives for every piece of eligible high-efficiency equipment installed by your customer. For most equipment, as outlined below, you'll receive \$100 per unit installed, or five percent of your customer's total incentive.

Get \$100 per unit

- Air curtains and dock door seals
- Condensing make-up air units
- Demand control kitchen ventilation
- Destratification fans
- Heat and energy recovery ventilators (HRVs and ERVs)
- Ozone laundry

Get \$50 per unit

- Demand control ventilation

Get 5% of total customer incentive per building

- Applies to ERVs or HRVs installed as part of a multi-unit residential in-suite project.

NEW: Limited-time \$100 incentive*

- Get a \$100 incentive for every high-efficiency or condensing boiler installed by Oct. 31, 2021.

Here's how to secure your incentive

1. Complete an incentive application form

You can request a form by email at energyservices@enbridge.com.

2. Attach a copy of the customer invoice

Your documentation should include:

- Customer name
- Customer address

- Installation address (must match the address on the application form)
- Type of equipment and how many units were installed
- Make, model and serial number(s)
- Rented or owned
- Enbridge Gas account number

3. Submit your application package

Email the form, invoice and supporting documentation to energyservices@enbridge.com or to your Enbridge Gas Energy Solutions Advisor.

4. Receive your incentive

Incentive payments for business partners and customers are issued separately and mailed to the addresses provided in your application.

Ready to take advantage of incentives for you and your customers?

Contact an Energy Solutions Advisor to help you get your projects underway and answer any questions about your application.

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Stand out and close more sales with these insider tips

If you're not setting yourself apart, you could be losing work to your competition. Enbridge Gas Energy Solutions Advisor Joe Meriano shares the most effective ways to demonstrate your value to customers by building trust slowly and leveraging your partnership with Enbridge Gas.



Start with a sales plan to build trust

A sales plan plots out a logical sequence of meetings to help slowly understand your customers' needs and build trust gradually over time. By pushing too hard for a sale during your first meeting, you could risk losing it entirely.

For the first meeting, ask the right questions to hear their concerns and challenges. Next, follow up with a site walkthrough or review any available data. By the third meeting, you can present a solution with an outcome that directly addresses their unique needs. Remember to always save dollars for the end.

Leverage your partnership with Enbridge Gas

Think of our Energy Solutions Advisors as extensions of your team. We're here to make you more competitive and help you close more sales by providing expertise, credibility and financial incentives. Here's how we add value for your customers:

1. Reduce time and effort

In business, time is the most valuable currency of all. We've simplified the process to participate in our programs, making it as easy as possible for your customers to benefit. Bring us in early—our team does all of the heavy lifting, from audit and design assistance to verifying savings; we even take care of the paperwork.

2. Add credibility for customers

Above all, customers need to trust that you are making the right recommendation for their business. As a trusted brand, we can add value to your project through vetted technologies, verified natural gas savings and case studies of other customers that have already had success.

3. Target solutions specific to their business

Enbridge Gas conservation programs are designed to target challenges faced by specific business types. For example, we have incentives for ozone laundry in hotels, or demand kitchen control ventilation (DCKV) for commercial kitchens. This helps craft a more compelling case for a project, as you can demonstrate benefits beyond cost savings, such as enhanced sanitation, improved comfort, better air quality, and so on.

4. Lower the cost barriers for your customers

Incentives not only lower the upfront cost of eligible equipment, the energy efficiency projects will also reduce your customers' natural gas bills and energy consumption. Our team can support you in reinforcing and verifying these savings, including annual operating costs, payback and ROI.

Bring us in at the early stages

The sooner we're engaged to support your projects, the more value we can add to your sales plan. Enbridge Gas' team of Energy Solutions Advisors are here to support your business and add direct value for your customers.

By opening the door with one project, we can also help you uncover other opportunities for your customers and put together a plan to get the projects underway.

Contact our [Energy Solutions Advisors](#) today to start the conversation.

* For new construction warehouses or buildings under 50,000 sq. ft., only condensing boilers under 300 MBH qualify. For all other buildings, all sizes of condensing boilers qualify. Includes all sizes for high-efficiency boilers. High-efficiency boiler incentives are not applicable for new construction.