



BUILD WITH PURPOSE BUILD FOR THE FUTURE

The Mitsubishi Electric Performance Builder Team





The Mitsubishi Electric Performance Builder Team is comprised of industry experts who work with project teams to ensure the best possible mechanical design that integrates into the overall intention of the project.

Our team mission is to harness the momentum of like-minded people and organizations in the implementation of high-performance heat pumps in new and existing buildings, providing unequalled **efficiency, comfort, health and durability**.

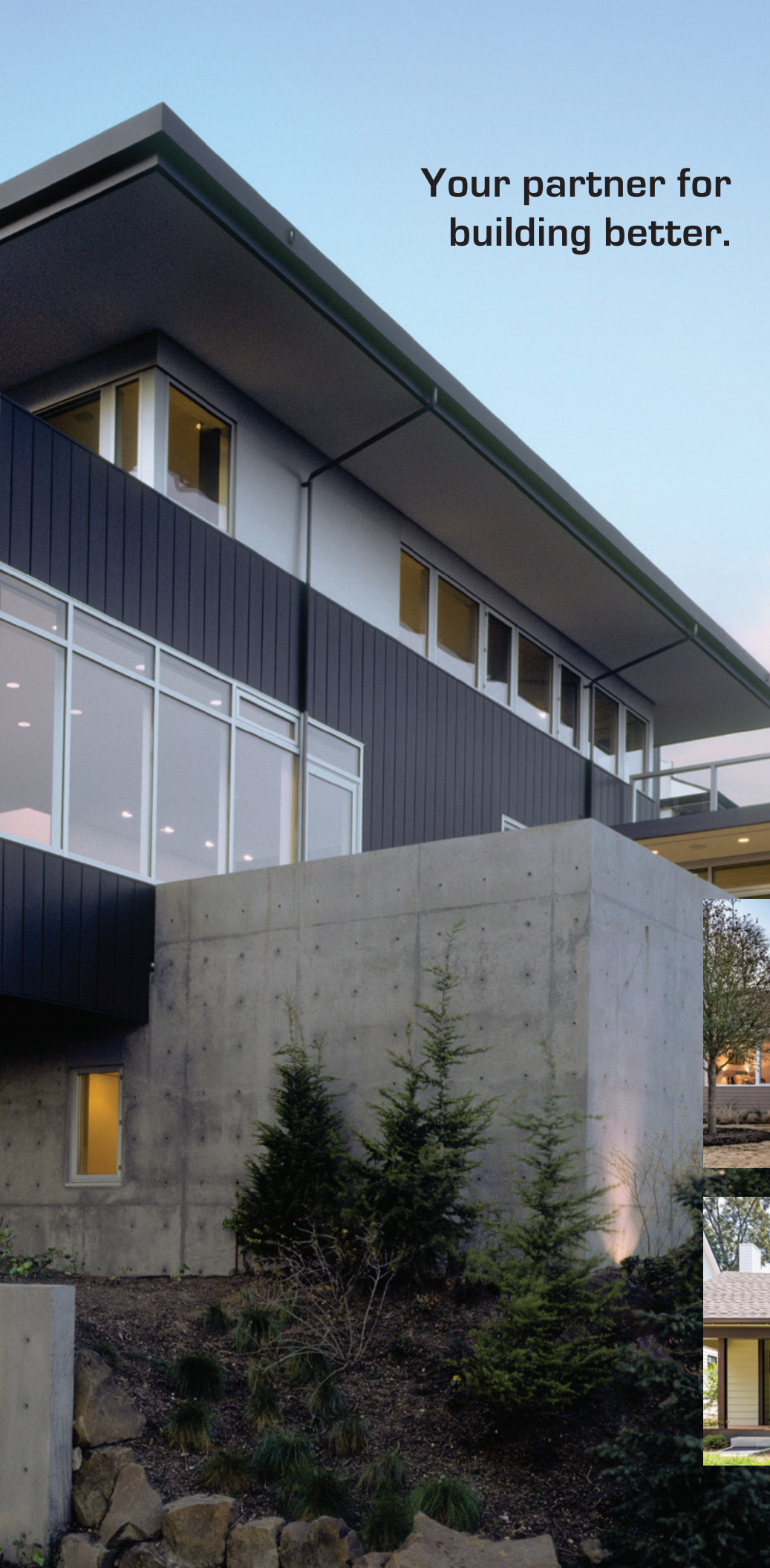
We specialize in providing heating and air-conditioning system design, as well as guidance on ventilation, dehumidification, humidification and other complementary systems, to achieve optimal comfort and wellness in residential applications.

Your partner for building better.

We're here to support your single and multi-family projects with effective solutions to improve the efficiency of the build cycle, reduce labor costs and improve system layout. We understand the importance of an integrated design solution, that not only benefits the homeowner, but also the environment they live in.

From in-person and virtual trainings to industry webinars and panel discussions, we are advocates for improvements in the housing sector. With environmental policy changes, stricter code requirements, and installer shortages around the county, the need for high-performance HVAC equipment has never been greater.

We are passionate, forward thinking, construction professionals, willing to challenge the status quo to develop a community of builders and construction professionals initiating a change in the built environment and assisting you with the current demands of building industry.



CHANGING TIMES, CHANGING HOMES, CHANGING CONSUMERS

The world isn't the same as it was 50, 20 or even five years ago. Technology, recent global events and the environment play a large role in how we approach daily life. As the world continues to change, so does the consumer mindset, even down to the way we view and use our homes.



Karen Culp Photography | KCULP.COM

THREE MAIN DRIVERS OF CHANGE



Information Access

With the world's knowledge bank at our fingertips, customers have a greater ability to make more informed decisions in all aspects of life, including homebuilding. Consumers aren't looking for "quick fix" systems, they're demanding and thoroughly researching quality products.



Homes = Multi-functional Spaces

Homeowners are spending more time at home than ever before and living spaces are now multi-functional. This shift has made consumers keen on upgrading to systems that most benefit their energy usage and indoor air quality.



The Energy Transition

Strategic electrification efforts have been a wake-up call for many on the sustainability benefits of clean energy. All-electric systems deliver a superior homeowner experience in terms of safety, efficiency and air quality, and they're becoming more accessible.

MEET TODAY'S HOMEBUYER*



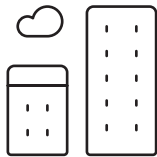
LOCATION OF HOME PURCHASED



Suburbs
50%



Small Town
22%



Urban/City
13%



Rural
13%

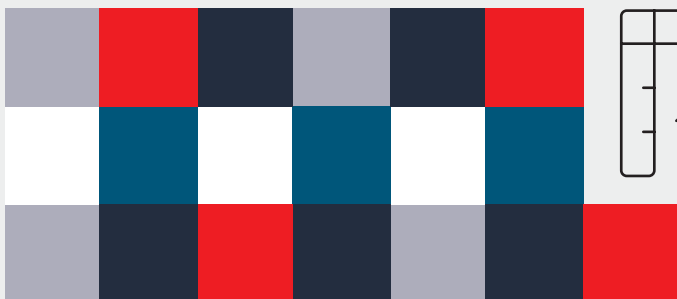


Resort/Recreation
2%



81%

Of all homebuyers bought detached single-family homes



1,900

Median square footage of single-family homes purchased

* Source: 2021 NAR Home Buyer and Seller Generational Trends



THE MODERN, PURPOSE-BUILT HOME

As much as our homes and built environments have changed, so have consumer preferences. As building industry professionals, we have to stand ready to meet the ever-adapting consumer and their demands. Today's home is designed to function, to endure, to perform. In short, the modern home is purpose built.

TENETS OF A PURPOSE-BUILT HOME



Comfort

Occupant comfort is critical in the modern home. Zoned heating and air-conditioning systems allow for precise temperature control to meet each individual's comfort preferences.



Efficiency

A home using all-electric mini- and multi-split heat pumps can be up to 40% more efficient than homes using conventional HVAC technology.



Wellness

All-electric homes promote occupant wellness by prioritizing indoor environmental quality and its components: indoor air quality (IAQ), health, comfort, and wellness.



Durability

The modern home is future proof: designed for sustainability and resilience and built to meet homeowners' needs today, tomorrow and beyond.



Attainability

Whether market-rate or luxury, net-zero, high-quality and high-performance homes can be attainable for anyone.



INDOOR UNIT OPTIONS



Wall-mounted



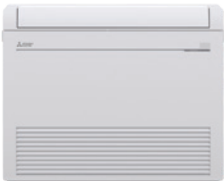
Horizontal-ducted



Multi-position Air Handler



Ceiling Cassette



Floor-mounted

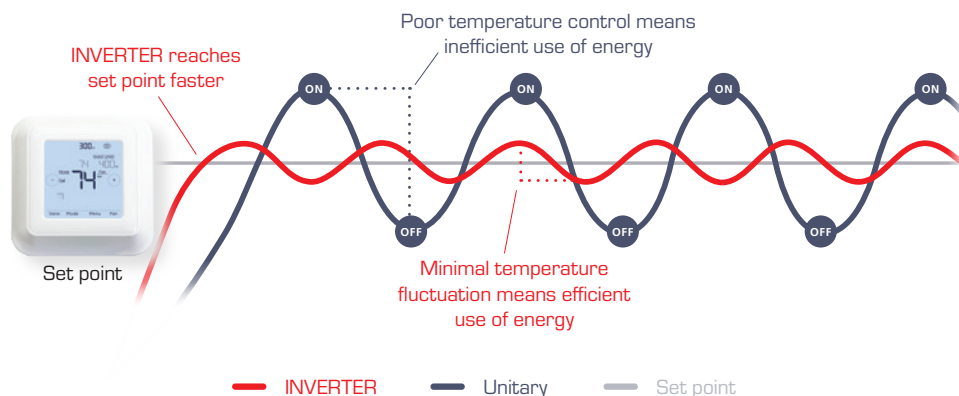


HIGH-PERFORMANCE HEAT PUMPS: A NEW ERA OF HEATING AND COOLING

At Mitsubishi Electric, we believe heating and cooling represents the lungs of a home, a critical component of any living space. With products designed to promote the very best in sustainability, efficiency, comfort and IAQ, you can count on us to provide trusted, reliable solutions for your customers. At their core, mini- and multi-split heat pump systems consist of a compact outdoor unit connected to one or more indoor units using small refrigerant piping. These are not the heat pumps of yesterday. What makes them so advanced compared to conventional counterparts?



INVERTER vs. Unitary System Operation



FOUR DISTINCT DIFFERENCES

INVERTER-driven operation

INVERTER-driven compressors fine-tune fan speed to reach set point with the least amount of power required. Traditional compressors turn off and on to meet set point, causing large temperature and energy swings.

Zoned configuration

Instead of one centralized air handler or furnace with lots of ductwork, zones are set up according to owner usage and preference. This allows for customized comfort and enhanced indoor air quality with advanced, multi-point filtration in each zone.

Ductless and ducted options

A variety of ductless and ducted indoor unit options provide design flexibility. From ductless ceiling cassettes to ducted air handlers, we have units for any application and can develop hybrid combinations for enhanced performance and aesthetic appeal.

Electric powered

Heat pumps use electricity as their primary fuel source. This is safer than burning fossil fuels and better for both people and the planet. Removing combustion from home systems reduces carbon emissions and improves IAQ.



INNOVATIONS FOR COLD-CLIMATE PERFORMANCE



ADVANTAGES OF VARIABLE SPEED HEAT PUMPS

Mini-split heat pump systems represent long-term benefits for both you and your customers, including installation flexibility, energy efficiency, reliable performance and more.

Perfect for Any Home, Anywhere

Our heating and cooling systems are quality engineered and purpose-built for healthy, comfortable, efficient operation. Today's mini-split heat pump systems effectively operate in any application, even cold climates. Our systems offer hyper-heating capability for reliable comfort in regions known for severe weather and cold temperatures.

Optimal Comfort

Zoning allows heating and cooling systems to best meet homeowner needs and prevent hot and cold spots. The result: minimal callbacks and more satisfied customers.

Efficient Operation

Mini-split heat pumps operating using INVERTER-driven compressor technology. Just as your heart always beats, but works harder when you exercise, heat pump compressors run constantly, ramping up when needed to reach a desired temperature setpoint. By using only the precise amount of energy needed to heat or cool a space, customers enjoy utility cost savings.

Designed for Wellness

Ducted mini-split heat pump systems can utilize short-run ductwork, leaving less opportunity for air leaks and contaminants to affect a home's indoor air quality. Air goes through multiple points of filtration on its way from the compressor to the home. Indoor units are equipped with easily accessible, removable and washable filters, with options for upgraded filter technologies.

Bridge to Electrification

As the country responds to the energy transition, electric-run systems are an ideal solution for any home. In cold-climate applications, mini-splits can be easily integrated with gas furnaces and boilers for supplemental heat. Your customer will receive the best of both technologies – reliable comfort and energy efficiency.

Hyper-Heating INVERTER® (H2i®) technology

- 100% heating capacity down to 5° F

Hyper-Heating INVERTER (H2i plus®) technology

- 100% heating capacity down to -5° F



intelli-HEAT Dual Fuel System

Our intelli-HEAT Dual Fuel System, can intelligently switch over between our electric heat pump and an existing gas furnace based on capacity or economic balance points, making this a true dual fuel system.

- Hyper-heating, heat pump, and cooling only options
- Single- and multi-zone system options (PUY, PUZ, MXZ)
- Capacity or economic balance point switchover
- Flexible installation with vertical, downflow, and horizontal left/right options

WHAT MITSUBISHI ELECTRIC CAN OFFER YOU

As a builder, you're pulled in countless directions. The Mitsubishi Electric Performance Builder Team is here to assist you in achieving your high-performance building goals. We work directly with project teams to specify and design mini- and multi-split heat pump systems and also provide guidance on high-performance building practices.



Support

Our network of dedicated engineers and builders intimately understand the components of a healthy, purpose-built home. We're organized to impact the residential building industry for the better, improve quality standards and maximize homeowner satisfaction.

Training

We offer comprehensive training programs to builders, their sales teams and installers.

Contractor Network

By choosing Mitsubishi Electric, you get access to the nation-wide contractor network. This group of over 4,000 manufacturer-trained contractors and distributors ensures you hire the very best for your mini-split system installations.

Diamond System Builder™

Our team and network partners utilize Diamond Systems Builder, a comprehensive Mitsubishi Electric HVAC design software that takes the guesswork out of equipment design, layout and planning.



OUR PARTNERSHIPS AND COLLABORATIONS

Driving the residential homebuilding industry forward is imperative to the work we do. We're proud to partner with groups such as The Energy & Environmental Building Alliance (EBBA), the U.S. Department of Energy (DOE) and the Housing Innovation Alliance as we develop technologies and practices to make every home best serve both people and the environment.





Jeffrey D. Photography

The Mitsubishi Electric Performance Builder Team is here to be your partner in building better. Our nationwide footprint means we're able to provide superior support in all corners of the country. When you partner with us on your next build, you'll be working with a Mitsubishi Electric representative whose expertise and commitment to future-proven innovation means peace of mind for you.

Get started today by visiting
MitsubishiComfort.com/Performance

