

A. O. Smith EFFEX™ High Efficiency Gas Water Heater

EFFEX—EFFORTLESS EFFICIENCY

Selling Message

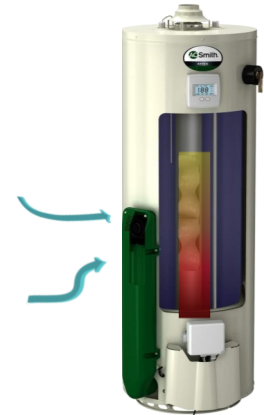
EFFEX™ from A. O. Smith is the most efficient and advanced conventional vent product on the market. The patented air intake system turbo charges the combustion process to produce the highest efficiency possible for a standard atmospheric product. This efficiency translates up to a 25% savings on your water heating costs.

How does it work?

The A. O. Smith EFFEX model generates the highest efficiency possible in a standard atmospheric model. The high efficiency performance is produced by the patented air intake system.

Much like a turbo charger, air is pushed into the combustion chamber creating a pressurized environment. As a result of the pressurization, tighter baffling can be incorporated into the flue design to slow down

the hot gas as it travels through the water heater. More heat is transferred to the water and less energy is wasted. The end result is .70 EF... the most efficient standard atmospheric model on the market.



Features and Benefits



High Efficiency - .70 EF: Saves the homeowner money. Base-tier gas products are .58 EF. Ten-year-old installed product in the field can be as low as .53 EF. At .70 EF, the A. O. Smith EFFEX model can generate significant savings in the annual cost of operation (up to 25% of the water heating cost).

Easy installation: The A. O. Smith EFFEX model

installs with the same gas, water and venting connections as a standard atmospheric model. It is the best option for those customers looking for energy efficiency / savings without the installation challenges of other high efficiency options.

ENERGY STAR® qualified: The first standard vent product on the market that will achieve ENERGY STAR certification for the more stringent second phase. In fact, at .70 EF, the EFFEX model exceeds the next phase requirement of .67 EF. Many state and local agencies have significant rebates for high efficiency ENERGY STAR products.

Advanced Technology: Consumers are looking

for the latest / greatest in technology, and this is the most advanced and efficient technology for a conventional vent product. With eye level controls, LCD user interface that provides easy temperature adjustment and diagnostics, and tighter temperature control, the advanced controls truly make this the most advanced atmospheric vent product on the market.

Electronic Ignition: No standing pilot removes many nuisance issues associated with standard vent product.

Powered Anode Rod: High-tech powered anodes are non-sacrificial, so they do not deplete over time. Additionally, they provide exceptional performance in all water conditions.

Target Customer

EFFEX™ is designed for the homeowner who is looking for energy efficiency upgrades and energy savings, but is not interested in the major replacement expense associated with other high efficiency options (condensing products or tankless). The EFFEX is a great replacement solution that provides energy efficiency enhancements in addition to many other valuable features. This product will appeal to those customers looking to save money, gain efficiency and adopt the latest technology. Likewise, many utility companies will be interested in promoting this product due to the potential energy savings and low installation costs.

Selling EFFEX vs. the Competition

Key Selling Point

High Efficiency yet Easy to Install with savings up to 25%

vs. Standard Gas:

- Considerable efficiency gains compared to standard atmospheric models. Depending on the efficiency of their existing gas model (age-dependent), homeowners can save up to 25% of the cost associated with water heating. (See Payback Scenario below)
- Tighter temperature control compared to standard models.
- Diagnostic capabilities are much more advanced than that of a standard model.
- No standing pilot (hot surface igniter) eliminates many nuisance issues associated with conventional technology.
- High-tech powered anode – eliminates issues associated with sacrificial anodes (smelly water, low / high conductivity, etc.)
- Energy Star rated and eligible for rebates

vs. Tankless:

- Easy and low-cost installation
- Standard gas line
- Standard venting
- Standard water connections
- Lower cost option for those seeking efficiency upgrades

Payback Scenario	
MSRP	\$959
SEEARP (State Energy Star Rebate—25%)	-\$240
Utility Rebate	-\$50
Standard 40 gallon gas cost	-\$365
Upgrade cost delta	\$304
Annual cost of operation savings	\$85
Payback	3.6 yrs
Total product life savings	\$1,020

Assumptions:

State funding remains for Energy Star products

Utility rebates are available

Cost of operation vs 10 year old .53EF gas model

Product lifespan of 12 years

REBATE AND INCENTIVE ELIGIBILITY



Check www.dsireusa.org for additional utility incentives in your market