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*For immediate release*

New Water Heater from France

Puts Georgia Homeowners in Hot Water Heaven.

ATLANTA – (Sept. 9, 2022) Georgia homeowners are among the first in the nation to enjoy access to a revolutionary new water heater that installs as easily as a conventional tank water heater yet operates like a tankless – and is built to last for 30 years.

Designed for people who crave hot water on demand when and where they want it, and at the same comfortable temperature setting all the time, the Essency EXR water heater is making a giant splash in the U.S. water heating market as the World’s First On-Demand Tank Water Heater – a product so new and yet functional that industry experts are hailing it as the all-around best choice for a new residential water heater on the market today.

“The EXR brings water heater technology into the modern age and gives Georgia homeowners in particular a new water heater option that may seem to be hand-crafted just for them,” says Scott Isaksen, national sales director, Essency Water Heaters North America.

Georgia homeowners in need of a new water heater and/or more information on the EXR can call the special Essency On-Demand in Georgia Hotline, 888-927-4203. Call today!

“When it comes to water heaters, the EXR has it all – great all-around on-demand performance, powerful enough to handle all the daily multi-tasking demands for hot water for showering, shaving, dishwashing, and clothes-washing, all at once or intermittently,” says Isaksen. “It has phenomenal longevity – it will still be on duty long after the kids are gone to college and the mortgage is paid off. And it has very low ongoing maintenance requirements. We believe it’s what Georgians want in a water heater, so we’re making it a priority to get it into Georgia first as we gradually roll out the EXR nationwide.”

Available now via professional plumbing contractors and home services technicians in major metro areas throughout Georgia, the new Essency EXR water heater delivers industry-leading hot water capacity with its 80-gallon First Hour Rating (FHR). The product of 10 years of development, testing and re-testing under the most stringent real-world conditions around the globe, the EXR is designed to give homeowners everything they want and need in a durable, reliable, and easy-to-maintain-and-manage package.

The EXR comes equipped with a polymer storage tank that serves as a thermal battery used to transfer energy to the domestic water as it passes through a large, stainless steel heat exchanger. The hot water entering the household system is thus always fresh from the tap, heated only on demand – boosting the EXR’s standing as a more energy-efficient alternative to conventional tank water heaters.

*The EXR is the only water heater most people will ever need.*

Made of special polymers, the double-insulated tank is designed to withstand the tests of both time and continuous use. The tank is virtually indestructible under normal operating conditions, says Isaksen. Its polymer construction ensures that it won’t rust out, as is common with metal tanks, and because water stored in the tank isn’t continuously replenished with new water (laden with new minerals), it’s highly resistant to the type of scale buildup that causes operational and service problems in ordinary water heaters. As a result, the EXR is anode-rod free – relieving homeowners of the ongoing requirement of changing out the anode rod as on their conventional tank product.

At just 102 pounds dry weight, the Essency EXR is both easy to install and easy to maintain over its long life. It sets up easier than a conventional tank water heater, using common plumbing and electrical fittings and connections, making it a simple and economical replacement for an existing gas or electric tank water heater. It also beats out the tankless-type water heater, gas or electric, as the preferred choice for homeowners who want hot water on demand, but without the extravagantly expensive infrastructure buildouts often required for a tankless unit. It’s also easy to manage, with WiFi- and app-enabled controls to use for functions such as Vacation Mode. It even sends diagnostic alerts to homeowners!

Best of all, the EXR even makes a case for itself as a product that looks as good as it functions. “I would go so far as to say that the EXR is an attractive and fashion-forward addition to a home. Even if it’s destined for a shadow life inside a closet or utility room, it’s reassuring to know that we paid such close attention to detail in both form and function in the making of the EXR,” says Isaksen.

The EXR is available now for sale and installation in Georgia homes by professional plumbing and home services contractors throughout the state; it is distributed exclusively through Ferguson plumbing supply centers in major metro centers including Atlanta. For more information visit the Essency home page, [www.essencyhome.com](http://www.essencyhome.com), or see the Ferguson online catalogue listing at <https://www.ferguson.com/category/essency/_/N-zcnb0q>.

## About Essency Water Heaters

Essency water heaters are designed and manufactured in France. Essency Water Heaters is a unit of the GT Inc. group of companies. Based in Les Herbiers, France, GT is a globally diversified manufacturer and marketer of a range of industrial and consumer products. It is the world’s largest manufacturer of innovative transmission and electric drive systems for the outdoor power equipment and power tools industries.

Essency Water Heaters U.S./North America operations are located at 27351 Spectrum Way, Oak Ridge N., Texas 77385-2101 – office telephone number is 888-229-6285.

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