November 28, 2022
Product Department Bulletin
INNOVATION UPDATE: Vitraglas® lining now featuring Microban®

Bradford White Water Heaters is proud to announce that its proprietary tank lining, Vitraglas®, is now infused with Microban®, a built-in antimicrobial technology. No other water heater in the U.S. or Canada offers this unique feature and it is included at no additional cost.

Vitraglas® tank lining with Microban® is now a standard feature on tank-type water heaters from Bradford White. Vitraglas® prolongs the life of the water heater by protecting it from the corrosive effects of water. Microban® provides additional protection by helping to prevent the growth of bacteria, mold and mildew on the surface of the tank liner.

The silver-based additive is developed and provided by Microban®, a trusted brand and leader in antimicrobial technologies since 1984. Their technologies can be found in thousands of consumer and industrial products around the world, including a variety of plumbing fixtures and household appliances.

This innovation is a direct outcome of the ongoing research and development efforts done by Bradford White in response to various market, technology, regulatory and environmental trends, in this case ever-changing water quality.

We are excited to announce this partnership with Microban® and will be promoting the brand on Bradford White marketing materials and sales collateral. Logo usage examples below:







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