



ESSENCY

E55R

THE WORLD'S FIRST ON-DEMAND TANK WATER HEATER

with SmartCore Technology

One Water Heater. Endless Potential.

Best in Class. Better to the Core.

The Essency E55R is a 55-gallon tank that puts in the work of an 80-gallon tank. It delivers fresh water at your command with stable temperatures and a draw that won't quit. Built of a tough polymer material designed to last 30 years. And a phone app that monitors output, enhances efficiencies, and puts control at your fingertips. In other words, a water heater like none that's ever existed. But the one you've always wanted.



All the Benefits of a Tankless. In a Tank.

- Superior temperature stability no competing tank can match
- Heated domestic water is always fresh and bacteria-free
- Advanced polymer tank lasts 3x longer, no need for anodes
- No scale build-up, no rust or corrosion, no smell
- Touch screen has custom modes for performance and savings
- Phone app allows for greater control and peace of mind
- 20-year warranty on tank, 6 years on heat exchanger



Essency Makes Your Job Easier. And Your Clients Happier.

Incredible Durability | The E55R has at least 2.5x the life expectancy of current tank models and comes with a warranty that's up to 3x as long.

Easy to Install | The E55R requires no T&P valve. At just 102 lbs, installation is a one-person job. Drop-in replacement is simple compared to bulky, heavy, traditional electric water heaters.

Smaller, Stronger, Smarter | The sleek, stylish design of the E55R gives it a smaller footprint, but its 55-gal. tank has the performance of an 80-gal. tank. Under NAECA3 Standards, to get this much hot water capacity, you'd need an expensive heat pump or to be part of a utility program.

Easy to Repair | All parts are designed to be easily accessible and replaceable, making the unit inexpensive to repair. This helps the E55R achieve a life expectancy of 30+ years.

Simple to Stock | The only electric water heater you need to stock. Its high performance and 55-gal size mean the E55R will meet the demands of almost every home, including large families.



The E55R was Designed for...

- Homeowners who want a constant supply of hot water like a tankless but prefer electric over gas
- Tech-savvy households looking for WiFi connectivity and smartphone apps for remote control and peace-of-mind
- Eco-conscious consumers interested in their water and energy consumption and lessening the environmental impact of steel tanks in landfills
- Larger families who will appreciate 9 back-to-back showers

It's What's Inside that Counts.

SmartCore Technology delivers 80-gallon FHR, the highest available in a 55-gallon tank

0.93 UEF due to high-performance foam

Double-wall polymer tank designed to last 30+ years

Internal polymer tank stores water from 152°F to 158°F degrees

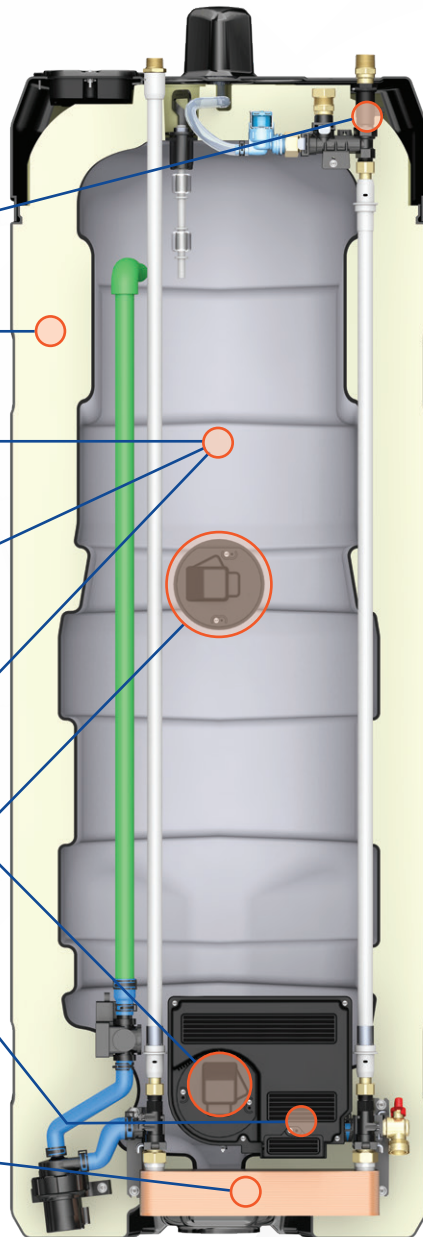
Polymer material means no scale formation, no rust or corrosion, no need for anodes

Thermally-fused titanium 4500W elements allow 21 GPH recovery at 90°F

Backup battery supplies power to variable speed pump, delivering hot water longer in the event of a power outage

Oversized heat exchanger equals standard tankless performance of 199,900 BTUs

Patent-pending design



Stay Connected, Stay Smart

- Built-in WiFi and a grid-ready app for intelligent water usage and leak detection
- Smart Mode for efficient water use, Heat+ Mode for high-volume performance
- Boost function heats tank to its maximum temperature
- Vacation function saves energy and prevents water from freezing
- Water Saver function gradually cools down water for long shower-takers



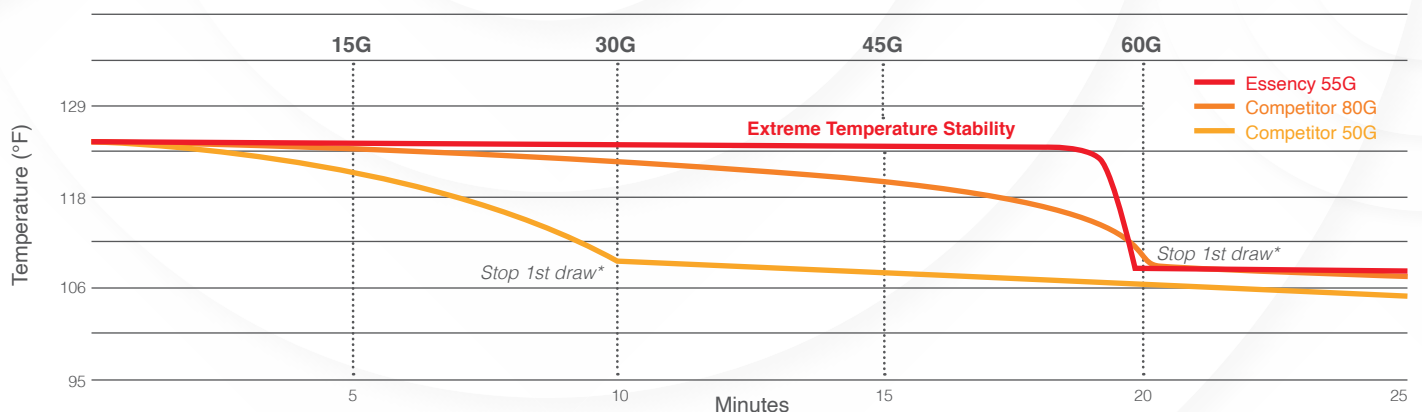
MyEssency app can be downloaded from Google and Apple stores.

Certifications

- UL-174 certified
- Lead-free compliant
- FCC compliant



E55R Temperature Stability vs. Leading Electric Water Heater Competitors



Product Specifications

Dimensions	Net Weight	Electrical Circuit Sizing	Element Wattage	Connection Sizes	Operating Water Pressure	Installation Location	Uniform Energy Factor	Rated Capacity
65" x 22" x 26"	101 lbs	240V/60Hz/25A	4500W	3/4" (MNPT)	145 psi max	Indoor Only	0.93	55 Gal

E55R vs. Leading Electric Water Heaters

Features	Essency E55R	55 Gal Competitor A	85 Gal Competitor B
Wattage	4500W	4500W	4500W
Nominal Capacity	55	55	85
Rated Capacity	55	55	Undisclosed
FHR: First Hour Rating (Gal)	80 / 100*	72	77
Single Shower Length (minutes)	65 / 70*	55	59
No. of 8-min Back-to-Back Showers (@2GPM)	8 / 9*	7	7
Uniform Energy Factor (UEF)	0.93	0.92	0.92
Life Expectancy	30+ years	Undisclosed (US average for electric tank: 8-10 yrs)	"Lifetime" tank
Tank Material & Technology	Polymer tank Heat exchanger	Steel enameled standard electric WH	Polymer standard electric WH
Smart Technology	Wifi + Smartphone App Smart Grid Ready Custom Modes	None	None
Elements	Titanium, thermally fused, upper & lower	Stainless steel	Titanium, thermally fused upper, stainless steel lower
Leak Detection	Yes	No	No
Product Weight	102 lbs	128 lbs	134 lbs
Dimensions (inches)	21.75" W x 26" D x 59" H (fits through attic opening)	22.25" W x 22.25" D x 5 7" H	28.25" W x 25" D x 70.25" H

E55R vs. Leading Tankless Water Heaters

Characteristics	Essency E55R	Tankless Competitor A	Tankless Competitor B
Flow Rates	Flow Rate GPM@35F Rise	12 / 12.6*	9.8
	Flow Rate GPM@45F Rise	9.2 / 9.7*	8.5
	Flow Rate GPM@55F Rise	7.4 / 7.8*	7
	Flow Rate GPM@65F Rise	6.1 / 6.4*	5.8
	Flow Rate GPM@75F Rise	5 / 5.4*	5.1
Maximum Temp (F)	132	120 to 140	140
Min Activation Rate (G)	0.32	0.26	0.5
BTUs**	199,900**	199,000	199,000

* Applies to Smart Mo / Heat+ Mode. 100 gallon obtained in Heat+ Mode when tested in similar conditions as the standardized FHR test.

** Observed at a recommended pressure of 60-80 psi

Look for the Essency E55R at these Ferguson locations.

1842 Airport Blvd.
Houston, TX 77051
(832) 742-2266

514 Bennett Ln.
Suite 200
Lewisville, TX 75057
(469) 293-7927

221 Junior Beck Dr.
Corpus Christi, TX 78405
(361) 289-1977

303 N Park Dr.
San Antonio, TX 78216
(210) 344-3013

6002 42nd St.
Lubbock, TX 79407
(806) 784-3140

2551 N Mays St.
Round Rock, TX 78665
(512) 248-4050



EssencyHome.com

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Headquartered in Houston, TX
Designed & engineered in France