



**THE WATER HEATER
REINVENTED.**

Making the Essential Exceptional.

Household essentials shouldn't be disposable — they should be built to last. We built the Essency EXR to finally give consumers the water heater they deserve. While traditional water heaters last only 6-8 years, our tank has a 30-year lifespan. That's more than 3x longer than other water heaters. It's built with advanced polymer materials, which can withstand tough water conditions with no scale-build up, corrosion, or rust... which means clean, fresh, and great smelling water for you!

Because of this innovation, we're the only water heater on the market able to offer a 20-year leak-free warranty. Think that's impressive? We're just getting warmed up.



Beautiful and Reliable, Smart and Durable.



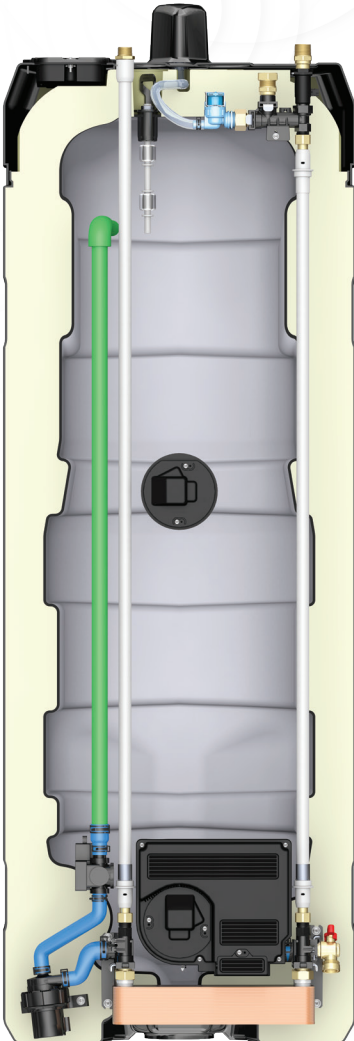
Essency is the first water heater of its kind, combining all the key advantages you love about tanks, tankless, and other emerging hot water products... without all the upgrade hassles. With the EXR, there will be no core-drilling, knocking down walls, or punching through the roof needed to give you the latest and greatest in innovative water heating technology.

At Essency, we believe you shouldn't have to compromise on comfort. With the EXR, you get the hot water production of an 80-or-100 gallon tank that is light and easy to install. It can deliver nine showers back-to-back, with rock-solid temperature control. This means there's finally enough hot water for everyone in the family. It's pure power inside a sleek shell, because we believe even the most fundamental household equipment should fit in with the design of the home.

The EXR is perfect for large families, eco-conscious consumers, and anyone who agrees that reliable hot water is essential for a comfortable lifestyle.

Who Says You Can't Have it All?

When you open a hot tap, you expect hot water. Our Design Team has spent 10 years developing a product to do just that — in the simplest, most efficient, and durable way possible. The result? Clean, reliable, long-lasting hot water for the whole house.



Best-in-Class Performance

Industry-leading First Hour Rating. It can deliver nine back-to-back showers — more than any 80-gal. residential unit on the market today.

The 0/20/100 EXR Promise

Zero infrastructure upgrade costs with a 20 year leak-free guarantee. At 100 pounds, it's easy for your installer to replace that old heavy one.

Industry Leading Warranty

20-year leak-free warranty on the tank. Subject to registering product. Warranty is fully transferable to a new owner if house is sold.

Incredible Durability

Double-wall polymer tank lasts 3x longer than metal. Designed to withstand even the toughest water conditions, with no rust or scale-build up.

Ecologically Kind, with an Energy Efficient Design

Long-lasting and recyclable, Essency lessens the impact of steel tanks in landfills. Coupled with smart management technology, it can achieve up to 10% energy savings.

Versatile

Clever heat modes deliver boosted hot water at peak times and energy savings during low periods. Perfect for a variety of lifestyles.

Ultimate Control, at Home & Away.

Wondering why you can control everything in your house from your cell phone, except your water heater? Essency is built to provide homeowners with precise control, no matter where they are. The EXR pairs with the MyEssency app that monitors output and enhances safety. It lets homeowners customize their energy & water usage with Vacation, Boost, and Water Saver functions. Peace of mind and maximized energy savings are just a few clicks away.

With one-touch Bluetooth pairing and integrated WiFi, Essency gives owners instant early-warning alerts and automatic software updates delivered to the smart device of their choice. Hot water, at your command. Life is too short to have it any other way.



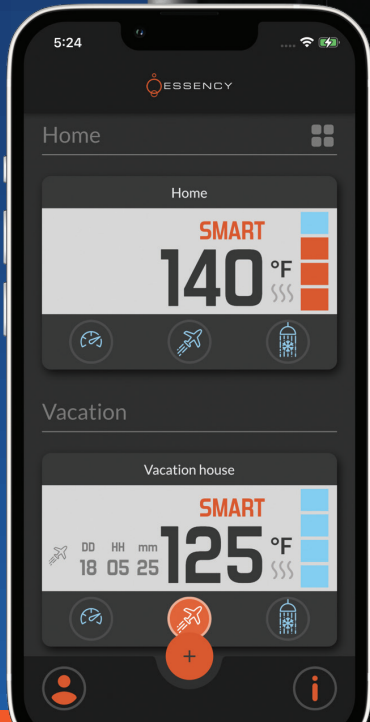
Boost Function



Vacation Mode



Water Saver



Tank Capacity	55 Gallons
Control Type	Electronic w/digital touchscreen, WiFi Standard, App enabled, Bluetooth Pairing
Overall Dimensions (HxWxD)	65" x 22" x 26"
Connection Sizes: Hot Water	3/4" (MNPT)
Connection Sizes: Water Inlet	3/4" (MNPT)
Net Unit Weight	102 lbs.
Electrical Circuit Sizing	240V/60Hz/25A
Heating Elements (x2)	4500 W, titanium
Uniform Energy Factor (UEF)	0.93
FHR: First Hour Rating (Gal)	80 / 100*
Operating Water Pressure	145 psi max
Type of Install	Indoor Only

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

Product specifications are subject to change

Certifications

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

