

The Water Heater Reinvented.

Looking for innovative in a world of boring? The Essency EXR is the first water heater of its kind, combining all the advantages of a tank and a tankless in one. Our tank offers the hot water production of an 80 or 100 gallon tank in a shell that's lightweight and easy to install. Advanced polymer lasts 30 years, 3x longer than other water heaters on the market. Designed to handle the demands of even the largest households, it's the only water heater you'll need to stock.



- Built from the ground up around an advanced, double-wall polymer tank, the EXR is engineered to last 30 years.
- Easiest water heater replacement on the market, regardless of what technology it is replacing.
- Atmospheric tank requires no relief valve or expansion tank, making setup a breeze.
- Compatible with all types of recirculation configurations.
- Elegant touch screen design with custom modes for performance and savings.
- Now with one-touch Bluetooth pairing, the MyEssency app provides the owner with automatic software updates, preemptive alerts, and peace of mind.



Essency Makes Your Job Easier. And Your Clients Happier.

An Installer's Dream | A plug & play product without the need for costly infrastructure upgrades. At just 102 pounds with built-in handles, EXR the is easiest water installation you'll ever do.

Unmatched Durability | Our flagship innovation, the atmospheric polymer tank, handles poor water quality conditions better than other water heaters. This gives the EXR more than 3x the life expectancy of current tank models and allows us to offer customers a 20-year leak-free guarantee.

Smaller, Stronger, Smarter | EXR has the performance of an 80-or 100-gallon tank tucked inside its 22" wide frame. Under the NAECA Standards of today, you're hard-pressed to find that hot water capacity anywhere on the residential market. But with Essency, you will find great power inside a smart, sleek, and stylish shell.

Simple to Stock | Versatile and reliable, the EXR can meet the demands of nearly all residential applications. Feel confident in upgrading any client from their current hot water system — large and small, electric or gas.

Easy to Maintain | Parts are designed to be easily accessible, and simple & inexpensive to repair or replace.

Durable Design.

While traditional metal water heaters are prone to rust and quickly corrode and leak, our double-wall polymer tank has been purposefully engineered to a 30-year lifespan. Use of advanced polymers is just one aspect of the EXR's armor. Through a combination of innovative tank design, temperature management, and by drastically limiting the volume of minerals introduced into the internal storage tank, one of our primary design principles is to resist the effects of poor water quality conditions. We're so confident in our technology, it can be registered for a 20-year leak-free warranty.

- Atmospheric Double-wall Polymer tank lasts 3x longer than metal with no corrosion or rust.
- Internal storage tank keeps water at just the right temperature and tops off only a few times annually due to Very Limited Evaporation.
- Limited Evaporation and the use of a Primary/Secondary Heat-Exchange System leads to Drastically Reduced Mineral Introduction as well as Huge Water Savings.
- Intelligent Temperature Management with No Hot Spots.
- Automatic Upgrades via WiFi keep safety and efficiency software current problems on the horizon.
- Integrated Leak Detection notifies owners of potential issues.

Our 0/20/100 Promise

0 Infrastructure Upgrade Costs

No core-drilling, knocking down walls, or punching through the roof to give your clients the latest and greatest in innovative water heating technology.

20-Year Leak-Free Guarantee

Fully-transferrable Warranty.

100 Pound Back-Friendly Plug & Play Installation

Super lightweight with molded side-grip handles for convenient maneuverability.



It's What's Inside that Counts.

Temperature Stability | Gone are the days of guessing at the thermostat setting and dialing it up much higher than needed. Set it at 115, get 115. Period.

Auto-Fill | Once you're connected, flip the switch and this bad boy does all the work. Press "FILL" on the touch screen and this solenoid starts the process.

Built-in Dryfire Protection | Elements won't turn on until the tank is full up to this level. Nice.

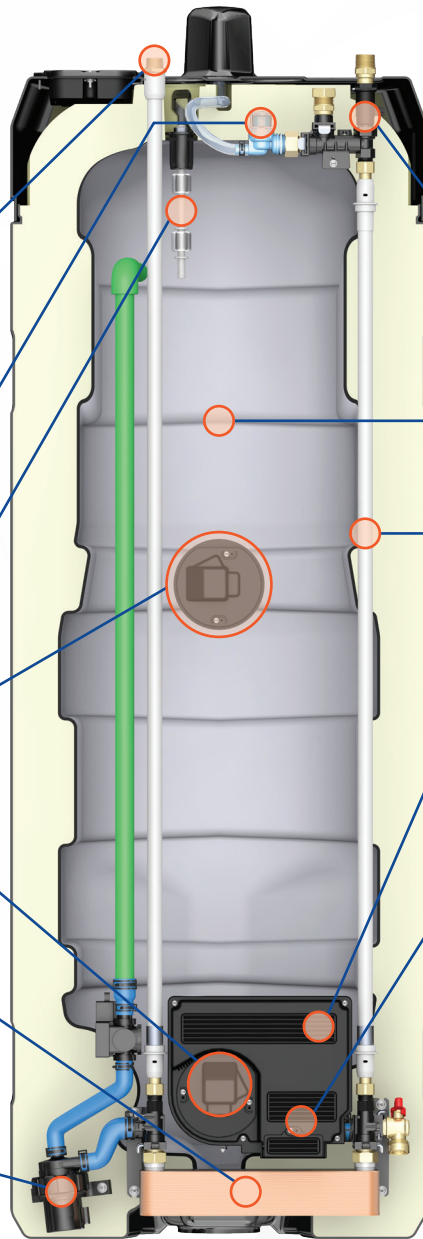
Auto-Heat | Elements activate automatically, as part of the auto-fill process.

Titanium Elements | A key component to product's longevity, elements are thermally-fused and can be replaced when needed.

Oversized Heat Exchanger | Equivalent capacity to a 199,900 BTU tankless.

High Performance | SmartCore technology monitors several onboard sensors to deliver best-in-class First Hour Rating and Superior Flow Rates.

Patent-pending design



Easy-Installation & Set-Up | No relief valve or expansion tank. Atmospheric tank minimizes evaporation.

Flow-Activated | Similar to tankless, our flow meter delivers on-demand hot water with a sneaky surprise Leak Detection feature.

Low-Maintenance | No anode rod or dip tube.

Clean, Fresh Water | NSF-certified water components and stainless-steel heat exchanger keep hot water as fresh as cold water.

Efficient | 0.93 UEF. Saves energy by using high-performance foam insulation and activating elements only when absolutely necessary.

Freeze Protection | Lithium-ion battery provides freeze protection & allows for hot showers during a power outage

Stay Connected, Stay Smart

With the MyEssency app, owners can custom tune their hot water usage no matter where they are, allowing for peace of mind and maximized energy savings.

- **Boost Mode** unlocks extra hot water capacity when nine back-to-back showers might come in handy. In-laws visiting?
- **Vacation Mode** switches EXR to low energy consumption mode, keeping freeze prevention and battery backup.
- **Water Saver Mode** for additional water and energy savings when they won't get out of the shower.



MyEssency app can be downloaded from Google and Apple stores.

Certifications

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



Latest Enhancements

- **NEW Bluetooth pairing with an easy-to-use 'confirm' button**
- **Recirculation Mode for a smoother than-ever-operation**

Product Specifications

| Dimensions | Net Weight | Electrical Circuit Sizing | Element Wattage | Connection Sizes | Operating Water Pressure | Installation Location | Uniform Energy Factor | Rated Capacity |
|-----------------|------------|---------------------------|-----------------|------------------|--------------------------|-----------------------|-----------------------|----------------|
| 22" x 26" x 65" | 102 lbs | 240V/60Hz/25A | 4500W | 3/4" (MNPT) | 145 psi max | Indoor Only | 0.93 | 55 Gal |

EXR vs. Leading Electric Water Heaters

| Features | Essency EXR | 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 forelectric tank: 8-10 yrs) | "Lifetime" tank |
| Tank Material & Technology | Polymer tank with 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 | Stainless steel upper, titanium, thermally fused, lower |
| Leak Detection | Yes | No | No |
| Product Weight | 102 lbs | 128 lbs | 134 lbs |
| Dimensions (inches) | 22" W x 26" D x 65" 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 |

EXR vs. Leading Gas Tankless Water Heaters

| Characteristics | Essency EXR | Tankless Competitor A | Tankless Competitor B | |
|-------------------------|------------------------|-----------------------|-----------------------|------|
| Flow Rates | Flow Rate GPM@35F Rise | 12 / 12.6* | 9.8 | 11.2 |
| | Flow Rate GPM@45F Rise | 9.2 / 9.7* | 8.5 | 8.7 |
| | Flow Rate GPM@55F Rise | 7.4 / 7.8* | 7 | 7.1 |
| | Flow Rate GPM@65F Rise | 6.1 / 6.4* | 5.8 | 6 |
| | Flow Rate GPM@75F Rise | 5 / 5.4* | 5.1 | 5.2 |
| 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 Mode / 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

Ferguson Dealer Locator | www.ferguson.com/searchbranch

See How We Can Improve Your Business

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