



Finally, a Water Heater that  
will Grow Up with You.

# With You at Every Turn. With You for Life.

Life changes fast. Good thing your water heater won't need to. Imagine one that gives you three decades of peace and security. Introducing Essency, the world's first whole-house, high-capacity tank that lasts 30 years. You're free to focus on what matters most. Your family.

After all, a water heater is at the heart of your home. Without the right one, your entire water system simply can't deliver optimally. Even at first glance, you know that the Essency EXR is different. And when you look deeper, you'll see why. Essency achieves that unique balance of performance and efficiency year-in and year-out.



Standing tall at peak usage times and standing down for vacation times. Backed by an industry-leading 20-year leak-free guarantee, and fully repairable. The water heater that makes you feel good inside.



# The Water Heater that Knows What You Want Out of Life.



Household essentials shouldn't be disposable — they should be built to last. That's why Essency is built with advanced polymer materials that give it a lifespan of 30 years. And its modular design allows repair and replacement of parts so that if anything should go wrong, this powerful workhorse stays on the job where others have to be replaced. Quiet, efficient, and in for the long haul, Essency stays steps ahead of all your hot water needs.

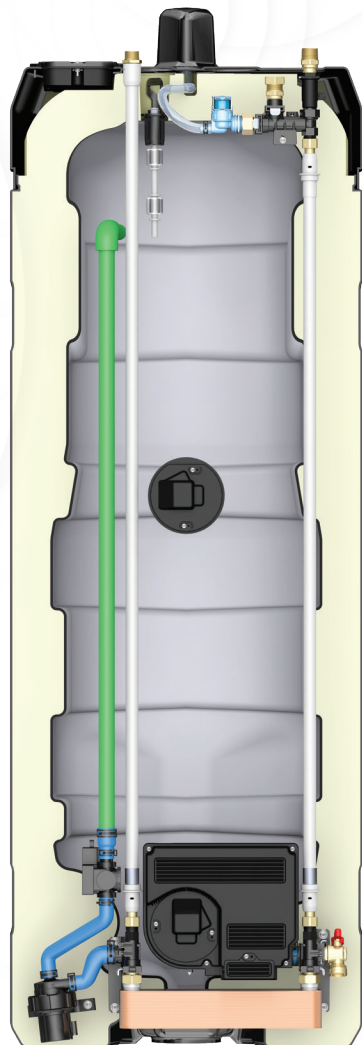
Essency's innovative concept allows it to be easily installed by any Essency Pro. Because Essency operates on standard electrical connections there is no need for lengthy, intrusive (and costly!) infrastructure changes. Its lightweight, compact design makes an installation so fast that a failing water heater can be quickly replaced with minimum inconvenience.

The Essency's outstanding 20-year leak-proof tank warranty is transferable to new owners when the home is sold. In the meantime, your family will enjoy the comfort and convenience of all the hot water they want, whenever they need it.

The EXR is perfect for eco-conscious consumers, technology enthusiasts, and large families. From daily dishes and loads of laundry to hosting the largest gatherings and events, Essency is there to make your home's hot water care-free, so your family is cared for — for all the important times in life.

# 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 seven back-to-back showers — more than any 80-gal. residential unit on the market today.

## **The 0/20/100 EXR Promise**

Likely zero infrastructure upgrade costs with a 20 year leak-free guarantee. At 100 pounds, it's easy for your installer to replace that old 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. Can withstand even the toughest water conditions, with no rust or scale-build up worries.

## **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 custom-tune 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



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

\*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

