



DON'T LET HARD
WATER GET YOU
INTO HOT WATER.

THE OFFICIAL WATER HEATER OF
Hard Water



Learn more at
[ESSENCYHOME.COM](https://www.essencyhome.com)

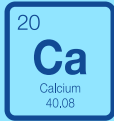


THE ESSENCY EXR STANDS UP TO HARD WATER

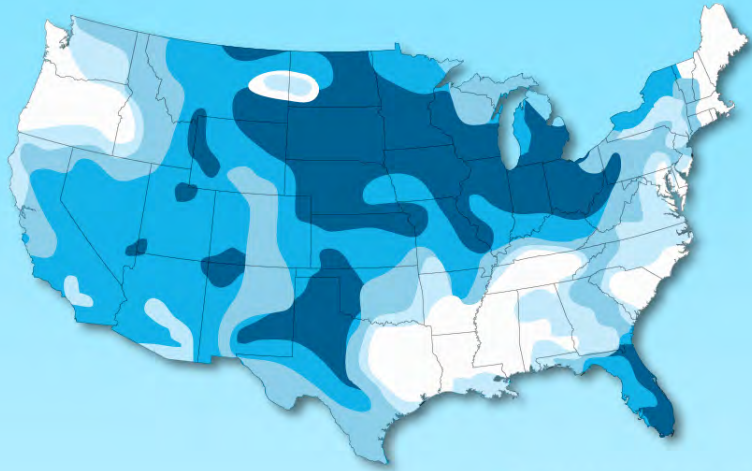
The Ultimate Choice in Durability

It's Official. Essency Resists the Effects of Hard Water.

Damage from hard water can significantly reduce the performance and lifespan of traditional tanks and tankless water heaters.



85% of US households experience problematic levels of hardness in their water supply, depending on geographic location.



Grains per Gallon

3 Grains	3-7 Grains	7-10 Grains	10-14 Grains	15+ Grains
Slightly Hard	Moderately Hard	Hard	Very Hard	Extremely Hard

"Hard water destroys traditional water heaters, but not the Essency EXR. I trust it on every install, because it lasts, keeps my customers happy, and saves me from costly callbacks."

- Wayne Brown, Master Plumber, Radiant Plumbing and Air Conditioning, Austin, Texas

3000X LESS SCALE

ESSENCY REFILLS ITS TANK
1X IN 10 YEARS

STANDARD TANKS REFILL
3000X IN 10 YEARS



ZERO ODOR

Less scale + no anodes = good smelling water.

ESSENCY IS BEST IN CLASS



Likely zero infrastructure upgrade costs with a 20-year leak-free guarantee. At 100 pounds, it's easy to replace the old one.

DOUBLE-WALL POLYMER TANK LASTS
3X LONGER
THAN METAL WATER HEATERS



Industry-leading First Hour Rating. Hot water is more consistent and lasts longer. It's easy to activate "Heat+" Mode with the flip of a switch for 100g equivalent.



Learn more and find an Essency dealer near you at [ESSENCYHOME.COM](https://www.essencyhome.com)