

NEWS RELEASE



State Water Heaters Launches New Website

New StateWaterHeaters.com Features Refreshed Design, Product Comparisons and Easy-Access Support

ASHLAND CITY, Tenn. (June 17, 2015) – State Water Heaters, a leading manufacturer of commercial and residential water heaters, today announced the launch of a new, redesigned version of its website, StateWaterHeaters.com.

Visitors will enjoy a cleaner and more attractive design, an improved contractor locator tool for consumers and enhanced product support features, according to Matt Southards, director of digital engagement for State Water Heaters.

“The goal in our State Water Heaters website redesign was to create an easily accessible resource for both customers and our partner contractors,” Southards said. “The improved contractor locator tool will allow consumers anywhere to quickly find a trusted, local plumbing contractor to install a State water heater. Contractors and wholesalers will find new pages dedicated to helping them better serve their customers.”

The new data-driven navigation features user-friendly tools that allow customers and contractors to search product information and quickly filter results with keywords and product types. The updated support section facilitates quick reference to technical literature, and every page offers consumers contact information for local installers.

“The new StateWaterHeaters.com features 10 times as many product pages as the old site with more information on each product option from gas and electric to heat pump and tankless — and more,” Southards said.

Tested under the toughest conditions in the most hostile environments, State Water Heaters builds long-lasting and innovative products that provide years of service. State partners with contractors across the United States to provide expert installation and maintenance for State products.

About State Water Heaters:

State Water Heaters is a leading manufacturer of commercial and residential water heaters. For more than 60 years, State Water Heaters has built dependable, long lasting water heaters for commercial and residential applications. State remains fixed on manufacturing durable products that last longer. For more information, please visit www.StateWaterHeaters.com.

Solid. State.

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