

NAECA III QUICK REFERENCE GUIDE

**A COLLECTION OF OUR NEWEST
MARKETING MATERIALS TO GUIDE YOU THROUGH
THE NAECA III IMPLEMENTATION AND BEYOND.**




500 TENNESSEE WALTZ PKWY
ASHLAND CITY, TN 37015
www.statewaterheaters.com





As a leading manufacturer of water heaters,

State is committed to our customer's success. We're here to be your partner and resource. A provider of solutions—not only with our comprehensive product offering, but the training and tools you need to close the sale. Visit www.statewaterheaters.com to find all of the resources contained in this guide and more.





State has a nearly 70-year history of innovation and customer satisfaction. We're proud to provide a broad range of water heating solutions for homes and businesses. Today's State is one of the country's leading manufacturers of residential and commercial water heating equipment.

NAECA III HIGHLIGHTS

NAECA LAUNCH KEY POINTS

1 ROBUST HIGH TECH UNIT DESIGN

- Intelligent Self-Powered Gas Valve
- Integrated Gas Combustion Pre-Filter
- Complete Selection of Models with Innovative Digital User Interface



2 BEST SELECTION OF "SPACE-SAVERS" AVAILABLE

- We now offer more than a dozen easier to install space-saving models - including gas models.

3 HIGH EFFICIENCY LEADERSHIP

- At State we began launching our high efficiency condensing and hybrid products nearly **TEN YEARS** ago. Which means we've been providing our customers with plenty of **HIGH EFFICIENCY** options for years.



4 BEST COMPONENTS IN THE INDUSTRY

APCOM, a division of State, is the industry's largest manufacturer of thermostats, electric heating elements, gas manifolds and burners, pipe nipples and other water heater components. Because of this integration we ensure that many of our components are industry-leading, including:

- Glass Lining
- Self-Cleaning System
- Anode Protection
- Full Flow Drain Valve



5 SELLING TOOLS

State customers enjoy access to numerous tools designed to provide best in class sales support.

- Contractor Locator - Free Sales Leads from State
- Digital Product Cross-Reference
- State Product Selection and Warranty App for Android and Apple Devices
- State-Size for Commercial Applications



STATE COMPANY HIGHLIGHTS

- Multi-generational, family-owned company based in Ashland City, TN.
- State is sold only in the wholesale channel to **PROFESSIONALS**.
- Company operations directly contribute more than 3,500 jobs right here in the U.S.



For more detailed information, see the other side.

www.statewaterheaters.com

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As part of its ongoing efforts to save energy and alleviate stress on the national power grid, the U.S. Department of Energy has recently set a new minimum efficiency requirement for all residential water heaters. Over the next 30 years, the National Appliance Energy Conservation Act (NAECA) will save 3.3 quads of energy, that's an equivalent of \$63 billion in energy bills or the emissions from 33.8 million automobiles. At State, we thrive on the chance to develop new products. Consider us NAECA prepared.

GUIDING YOU THROUGH THE NAECA III TRANSITION



The U.S. Department of Energy (DOE) regulates minimum energy efficiency requirements for **all brands** of water heaters. A new update to the rules for increasing minimum energy efficiency **is in effect** as of April 16, 2015.

AT STATE, WE'VE PREPARED OUR LINE OF RESIDENTIAL WATER HEATERS TO MEET THE STANDARDS. BUT AS SOMEONE IN THE BUILDING COMMUNITY, YOU NEED TO UNDERSTAND HOW THESE CHANGES IMPACT YOU AS WELL.

These design changes require that most residential water heaters under 55 gallons of capacity produced after April 16, 2015 be larger in size. Therefore, they will require more installation space in both single-family and multi-family housing. Most water heaters under 55 gallons are 2" larger in height and diameter. Units over 55 gallons will require even more drastic technology changes.

WATER HEATER REPLACEMENT ISSUES? WE HAVE SOLUTIONS.

GAS	LESS THAN 55 GALLON	WILL THE NEW LARGER DESIGN FIT? IF NOT, YOU HAVE TWO OPTIONS. OPTION 1: Use a smaller heater to match the current footprint of your existing heater. You might consider adding a mixing valve on the water heater to increase delivery capacity. OPTION 2: Upgrade to a smaller more efficient tankless unit.
	MORE THAN 55 GALLON	THE TECHNOLOGY FOR UNITS OVER 55 GALLONS HAS CHANGED. OPTION 1: Upgrade to one of State's High Efficiency options such as tankless or Premier® High Efficiency Gas. OPTION 2: Replace your obsolete model with 2 smaller gas heaters. (Example: two 40-gallon gas units in the place of one 75-gallon gas unit).
ELECTRIC	LESS THAN 55 GALLON	WILL THE NEW LARGER DESIGN FIT? IF NOT, SEE BELOW. OPTION 1: Use a smaller heater to match the current footprint of your existing heater. You might consider adding a mixing valve on the water heater to increase delivery capacity.
	MORE THAN 55 GALLON	THE TECHNOLOGY FOR UNITS OVER 55 GALLONS HAS CHANGED. OPTION 1: Upgrade to one of State's Premier® Hybrid Electric Heat Pump water heaters which is 2.5x more efficient as a standard electric. OPTION 2: Replace your obsolete model with 2 smaller electric heaters (Example: Two 40-gallon electrics in the place of one 80-gallon electric).

TO LEARN MORE, VISIT WWW.STATEWATERHEATERS.COM/NAECA



Being an industry leader means more to us than just our size. It means showing a tangible commitment to leading the way to the future of water heating solutions for your customers. We aren't just here to build and support our products, we're here to build and support your business. Your bottom line is equally as important as ours. Because of that, we aim to aid in not only providing comprehensive solutions for your customers, but by building a long-lasting partnership focused on our mutual success for years to come. When you take on an State product, we take on a commitment to you.



THE RIGHT PRODUCT FOR EVERY APPLICATION

State provides more options to meet hot water demands than ever before!
From standard water heaters to gas, electric, solar and hybrid technologies,
State has the right water heater to handle real life.



PREMIER® POWER VENT WATER HEATER FAMILY

- Easy to install with standard gas and water connections
- 96% thermal efficiency
- Recovery rate of 129 gallons per hour means endless hot water

PREMIER® HYBRID ELECTRIC HEAT PUMP WATER HEATER FAMILY

- Highest energy efficiency on the market at up to 2.75 EF
- 50-gallon model is 11% more efficient than other ENERGY STAR Heat Pumps
- \$393 annual savings compared to standard models

MODULATING ULTRA FORCE™ WATER HEATER

- Up to 98% thermal efficiency dramatically lowers operating costs
- Modulating models adjust firing rate to the specific demand, further increasing efficiency and money savings
- Our exclusive advanced electronic control with built-in diagnostics is network ready for remote monitoring

TANKLESS

- Designed with higher quality materials for fewer call-backs
- Highly efficient (up to .95 EF)
- Industry-leading 15-year warranty

More options. Including the right one for your next job.

For more information on all the water heaters State has to offer, visit www.statewaterheaters.com.





As our industry has been reshaped by the NAECA III implementation, State has segmented our robust residential product offering into three tiers to help our customers differentiate our products into good, better and best categories. Introducing the State Select®, Premier® and Premier® Platinum product families, all of which include State's premium features.



STATE WATER HEATERS

PREMIUM FEATURES. NAECA III READY.

	SELECT® GOOD	PREMIER® BETTER	PREMIER® PLATINUM BEST
OPERATING COST	\$\$\$	\$\$	\$
INSTALLATION SPACE REQUIRED	■ ■	■ to ■ ■	■ to ■ ■ ■
HOT WATER OUTPUT	●	● ●	● ● ●
PREMIUM FEATURES:			
Blue Diamond® Glass Coating**	●	●	●
DynaClean™ Automatic Sediment-Cleaning System**	●	●	●
Self-Powered Electronic Gas Valve*	●	●	●
Heat Trap Nipples**	●	●	●
Enhanced Flow Brass Drain Valve**	●	●	●
CoreGard™ Advanced Anode Rod Protection**	●	●	●
Energy Saving	Meets NAECA minimums	●	●
Electronic User Interface		○	●
Condensing Combustion*		○	●
Continuous Flow*		○	●
Cutting Edge Technology			●
Industry Leading Efficiency			●

*These features apply to gas products only. ○ Applies to some products only.
**These features apply to tank-type products only.

Hot Water Output, Cost of Operation, & Installation Space Required estimated based on typical applications/installations. For a more custom analysis of unique installations, visit www.statewaterheaters.com and use our product selector tool.

www.statewaterheaters.com



Whether it's a water heater from State's Select®, Premier®, or Premier® Platinum product family, our premium features and professional grade components will be included. That's our pledge to ensure our water heaters stay a cut above the rest.

PROFESSIONAL GRADE WATER HEATERS PREMIUM FEATURES INCLUDED

Blue Diamond® Glass Coating
Provides superior corrosion resistance compared to industry-standard glasslining.

Heat Trap Nipples
Helps manage standby heat loss. Factory-installed on most models, making water heater installation faster.

DynaClean™ Automatic Sediment-Cleaning System
Automatic self-cleaning action greatly reduces sediment accumulation and maximizes hot water output.

Full Flow Brass Drain Valve
Reliable quality brass drain valve with tamper-resistant "screw slot" head drains faster than traditional valves.

Self-Powered Electronic Gas Valve
The self-powered electronic gas valve provides service diagnostics and uses a thermopile to generate the power needed to operate the electronic gas control without requiring an external power source.

CoreGard™ - Advanced Anode Rod Protection
Our CoreGard anode rods have a stainless steel core that causes the anode to securely adhere to the core extending the life of the rod, providing even longer protection.

PEX Dip Tubes
State's PEX cross-linked polymer dip tubes are long-lasting with superior resistance to destructive thermal oxidation.

Green Choice® Low NOx Burner
Patented "Eco-Friendly" burner design reduces NOx emissions up to 33% and complies with requirements for low NOx emissions.

Learn more at www.statewaterheaters.com

To Receive NAECA III Product Training

TECHNICAL TRAINING FROM STATE UNIVERSITY

New Online Training Website from State

Contractor Rewards members and their employees can now access State's online University. The videos available range from the best way to install residential water heaters to trouble shooting, servicing and repairing residential and commercial water heaters and tankless units. State University is **FREE**, and you can earn Contractor Rewards points when you or your technicians take classes from State University.



Live Video Training

We can train your contractors over the Internet from our digital classroom with live instructors. Let us know when you want the training session and what you want us to cover. You'll need a PC with speakers (a project for large groups), a high-speed Internet connection and a speaker phone (for audience Q&A).



Scan this QR code to request Live Training



State University Online

Pre-recorded training sessions that contractors and service technicians can watch anytime, anywhere are now available at university.statewaterheaters.com. Courses include Residential Water Heaters, Commercial Gas Heaters, and Heat Pump Water Heaters.

Scan this QR code to visit university.statewaterheaters.com



UNIVERSITY

An education in hot water.

If you have questions about training, please contact:
Julie Roberts • 615.792.6272 • jgroberts@hotwater.com

To Help Explain NAECA III To Consumers

To order visit
www.statewaterheaters.com/onlinelit
Part number: SRBCP00115

How The Changes Impact The U.S.

NAECA 2015 standards were developed as part of the Department of Energy's ongoing efforts to save energy and alleviate stress on the national power grid. Once the change is in effect, significant progress will be made in achieving savings related to energy, consumers' utility bills, and emissions related to utilities producing electricity and gas.

How The Changes Impact You

Improved efficiency

By upgrading from an older unit with lower efficiencies to a new NAECA-compliant unit, the improved efficiency ratings should help you experience energy savings. In addition, many new water heaters provide added hot water delivery performance.

Increased upfront investment

More efficient water heater models require more materials and parts, and therefore are more expensive to manufacture. However, with the improved efficiency ratings in place, the energy savings delivered by your new water heater will help compensate for your upfront investment.

APPROXIMATE SAVINGS from 2015 to 2044

ENERGY	DOLLARS	EMISSIONS
3.3 QUADS of energy	\$63 BILLION in energy bill savings	equivalent to 33.8 MILLION automobiles in eliminated emissions

* Source: U.S. Department of Energy



To see our complete NAECA 2015 product lineup, visit statewaterheaters.com to learn more.

A NEW CHAPTER IN WATER HEATING for HOMEOWNERS

