# NAECA III QUICK REFERENCE GUIDE

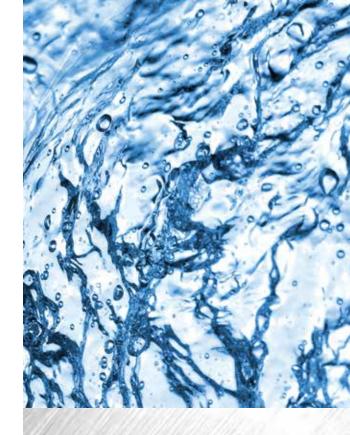
A COLLECTION OF OUR NEWEST MARKETING MATERIALS TO GUIDE YOU THROUGH THE NAECA III IMPLEMENTATION AND BEYOND.





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





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.





## **BEST SELECTION OF**





#### STATE COMPANY HIGHLIGHTS

# NAECA III HIGHLIGHTS

### NAECA LAUNCH KEY POINTS



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.



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.





# **GUIDING YOU THROUGH** THE NAECA III TRANSITION



### WATER HEATER REPLACEMENT ISSUES? VE HAVE SOLUTIONS.

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.

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<sup>®</sup> 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).

#### 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.

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.

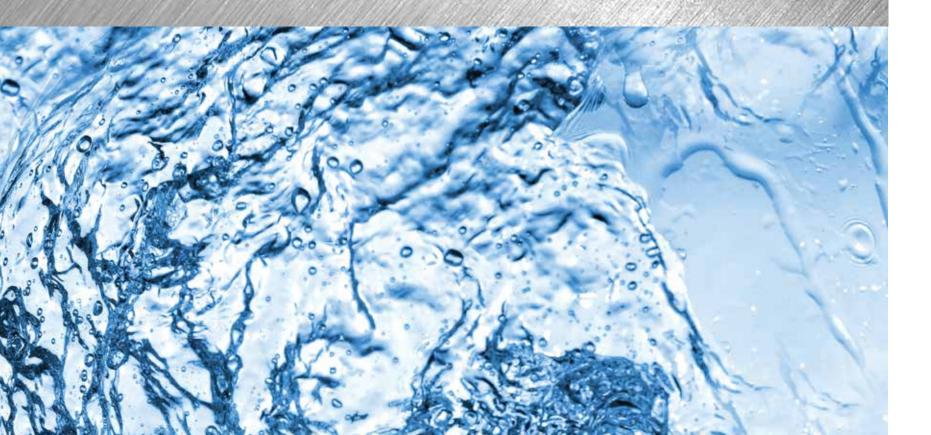
**OPTION 2:** Replace your obsolete model with 2 smaller electric heaters (Example: Two 40-gallon electrics in the place of one 80-gallon electric).

### 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.







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

### 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.

# 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.

## PUMP WATER HEATER FAMILY

- Highest energy efficiency on the market at up to 2.75 EF
- than other ENERGY STAR Heat Pumps \$393 annual savings compared to standard models

## WATER HEATER

- . Up to 98% thermal efficiency dramatically lowers operating costs
- 50-gallon model is 11% more efficient
  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





# 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<sup>®</sup> Platinum product families, all of which include State's premium features.









Whether it's a water heater from State's Select<sup>®</sup>, Premier<sup>®</sup>, or Premier<sup>®</sup> 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**





Provides superior corrosion resistance



### **DynaClean**<sup>\*\*</sup> Automatic Sediment-Cleaning System

maximizes hot water output.

### 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.



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



#### **Blue Diamond**<sup>®</sup> Glass Coating

compared to industry-standard glasslining.



#### **Heat Trap Nipples**

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

Automatic self-cleaning action greatly reduces sediment accumulation and





#### **Full Flow Brass Drain Valve**

Reliable quality brass drain valve with tamper-resistant "screw slot" head drains faster than traditional valves.



#### 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.



#### Green Choice\* Low NOx Burner

Patented "Eco-Friendly" burner design reduces NOx emissions up to 33% and complies with Green Choice" 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 you 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





An education in hot water.



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

Scan this OR code to visit university statewaterheaters.com



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

| APPRO                          | XIMATE S                              | AVINGS            |
|--------------------------------|---------------------------------------|-------------------|
|                                | <b>XIMATE S</b><br>2015 to            |                   |
|                                |                                       |                   |
| from                           | 2015 to                               | 2044              |
| from                           | 2015 to                               | 2044<br>Emissions |
| from<br>ENERGY<br>3.3<br>QUADS | 2015 to<br>DOLLARS<br>\$63<br>BILLION | 2044<br>Emissions |
| from<br>ENERCY                 | 2015 to<br>DOLLARS<br>\$63            | 2044<br>Emissions |

### 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 opfroot investment.

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### Why are water h

by NAECA, a footprints o



A NEW CHAPTER

WATER HEAT

