

# 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

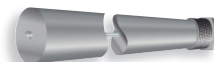
- At State we began launching our high efficiency condensing and hybrid products nearly **TEN YEARS** ago. Which means we've been providing our customers with plenty of **HIGH EFFICIENCY** options for years.



### 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:

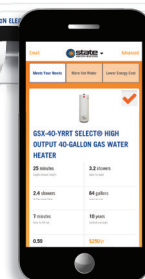
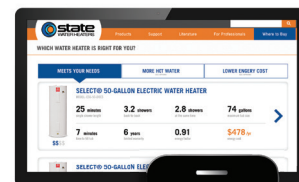
- Glass Lining
- Self-Cleaning System
- Anode Protection
- Full Flow Drain Valve



### 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.

## 1 ROBUST HIGH TECH UNIT DESIGN

### ● Intelligent Self-Powered Gas Valve

Uses Intelligent Control Logic to provide enhanced operation and tighter temperature differentials for precise sensing and faster heating response to optimize performance. Includes diagnostics utilizing an LED status indicator that monitors system operation and offers service diagnostics.

### ● Integrated Gas Combustion Pre-Filter

Filter minimizes amount of lint and dust that enters unit combustion chamber keeping the unit running for years. In the event of high levels of ambient lint and dust, filter is simple to remove, clean, and reinstall making service and maintenance calls easier.

### ● Complete Selection of Models with Innovative Digital User Interface

We've added more than a handful of new units with high tech digital controls that are simple to use - including several of our new residential electric models.

## 2 BEST SELECTION OF "SPACE-SAVERS" AVAILABLE

We offer more than a dozen easier to install space-saving models that are shipped with a factory-supplied field installed insulation blanket - including gas models. What this means is that these units are smaller than the competition right out of the box, making transportation and installation of the unit at the job site much easier!

## 3 HIGH EFFICIENCY LEADERSHIP

Many water heating manufacturers have recently launched their high efficiency product lines, but at State we began launching our high efficiency condensing and hybrid products nearly **TEN YEARS** ago. From our Premier® family of residential gas water heaters to our Premier® line of residential hybrid electric heat pumps we've been providing our customers with plenty of **HIGH EFFICIENCY** options for years. Be sure to check out our entire line up of Premier® and Premier® Platinum products to learn how to offer homeowners the broadest HE product line in the business.

## 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

### ● Glass Lining

Our Blue Diamond® glass lining provides the best protective barrier in the industry and was developed by our own advanced engineering team. Blue Diamond is a precise glass formula and provides tough protection for our tank steel.

### ● Self-Cleaning System

Our DynaClean™ self-cleaning dip tubes lead the pack when it comes to keeping the tank free from sediment and mineral accumulation. And our new integrated heat trap dip tube design takes our performance to the next level eliminating any cold water bleed-back which can reduce a unit's first hour rating.

### ● Anode Protection

Our stainless steel core anode is extremely tough and works together with our glass lining and self-cleaning systems to provide an effective protection trio. Some of our higher end units even utilize a high-tech powered anode system, providing a lifetime of tank protection.

## 5 SELLING TOOLS

State customers enjoy access to numerous tools designed to provide quality marketing campaigns and sales support. With our new Contractor Locator we drive thousands of free sales leads to our valued contractors. Also our customers can also access quick tools to assist in the sales process, now including the Product Cross-Reference, Pro-Size for commercial applications, and the State Product Selection and Warranty App for Android and Apple devices. Visit [www.statewaterheaters.com](http://www.statewaterheaters.com) to learn more about these great tools.



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