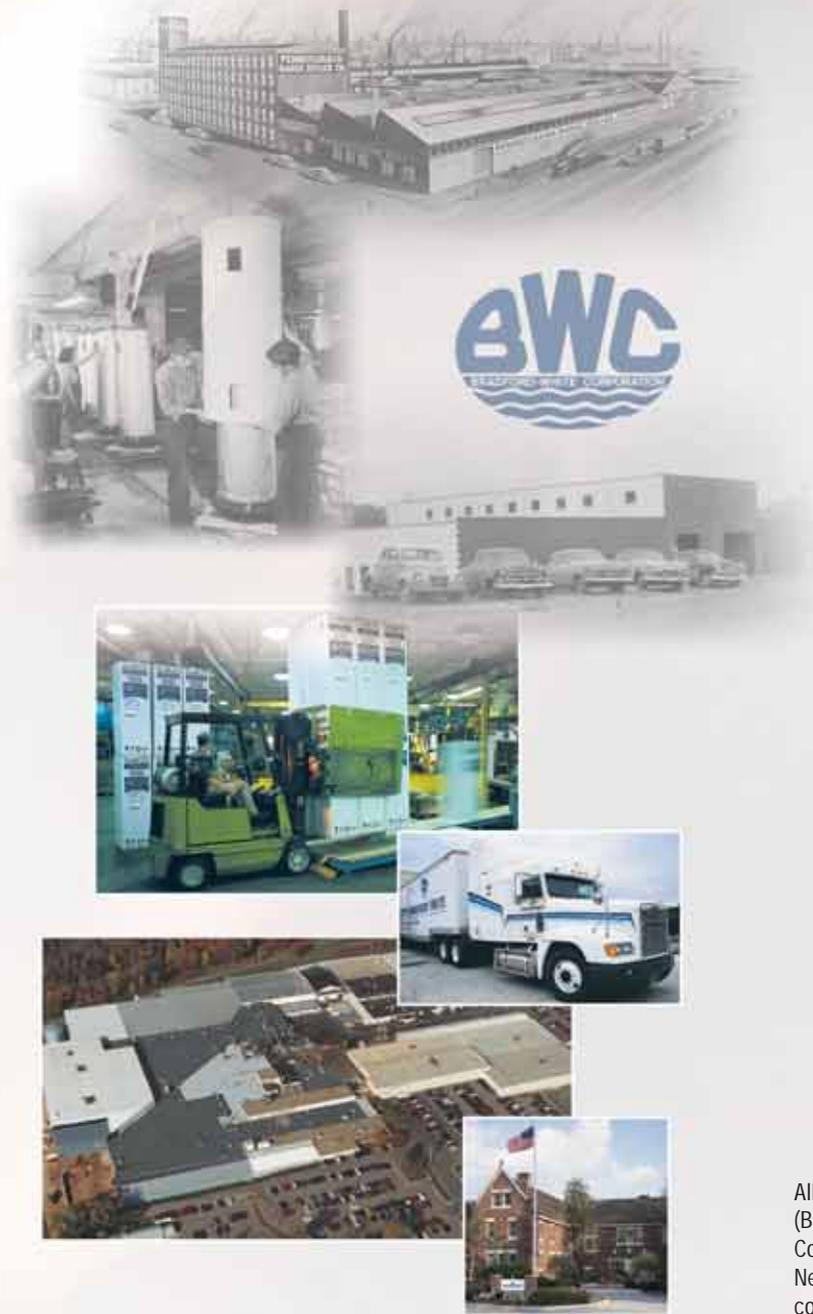




This is Bradford White



The History:



Founded in 1881, Bradford White is a water heater manufacturer that has always been at the forefront of innovation. The past years have proven that with the right people and the right philosophy, making a difference is achievable. Each technological advance and product upgrade was designed and developed to give the plumbing and heating professional a significant advantage in a highly competitive market.

Bradford White is American Owned, our products are American Made, and we are committed to you, the plumbing wholesaler and professional installer.

**When it's time to choose a brand...
choose Bradford White**

All products manufactured by Bradford White Corporation and its subsidiaries (Bradford White Water Heaters, LAARS Heating Systems and Niles Steel Tank Company) are designed, fabricated and assembled in the states of Michigan and New Hampshire. All raw materials and component parts are sourced from American companies for the highest level of American made content and manufacture, whenever possible.



If you don't know all that Bradford White is or all that Bradford White has to offer, read on...

The Philosophy:

American Made - We proudly support the American worker and manufacture our products in Middleville, MI.

American Owned - We don't export profits and proudly reinvest in the future of Bradford White and all its subsidiaries.

Wholesale Only - We are dedicated to our customers, to the professional contractor, and the wholesale community.

Innovations: Technology That Works!



Bradford White ICON System™ Intelligent Gas Control - A Breakthrough In Water Heater Control Technology.

- A revolutionary advance in water heater control technology at no extra cost.
- Offers numerous energy, money, and time-saving benefits to homeowners and professional installers.



The Hydrojet® Systems - Take Sediment For A Ride!

Hydrojet® Total Performance System

- Engineered to create a more thorough mixing of incoming and stored water to reduce costly sediment buildup and extreme temperature differences (thermal stratification), significantly improving first-hour delivery.
- Comes standard on all Bradford White residential top connect water heaters.



Specially designed variations of the Hydrojet® System are featured across the Bradford White product line:

Hydrojet® 2 Total Performance System: Provides all the benefits of Hydrojet® technology in our higher input water heaters to minimize sediment build up and deliver more hot water faster.

Commercial Hydrojet® Sediment Reduction System: The commercial Hydrojet® was designed to prevent the build-up of harmful sediment in commercial units by increasing turbulence inside the tank. Available in both top and front connect configurations.



Vitraglas® - Tested-Tough Tank Protection.

- An exclusive enamel coating providing unsurpassed protection against tank failure.
- Testing has proven that the unique formulation of Vitraglas® is superior to other enamel linings.



The Defender Safety System® - Unsurpassed In Design And Trouble-Free Operation.

- Proven combustion technology that resists the ignition of flammable vapors outside the water heater using Bradford White's patented "ScreenLok®" flame arrestor design.
- Maintains outstanding efficiency, a long service life, and low NOx emissions.



Dielectric Waterway Fittings - Factory-Installed For Contractor Convenience.

- Galvanized steel fittings are plastic lined in order to provide a greater level of leak and corrosion protection at the water connection points at the top of your Bradford White product.
- Standard equipment on all residential top connect models, making these fittings "code ready" where required.



Snap-Lock Draft Diverter - Making Your Job Easier.

- Bradford White is the originator of the Snap-Lock Draft Diverter for faster and easier installation and replacement.
- Snap on feature requires no drilling or sheet metal screws.



The Six-Year Warranty - The First In Our Industry For Residential Tank Water Heaters!

- Bradford White introduced the first standard six-year limited tank warranty on residential water heaters.
- Six year parts warranty included at no extra cost.
- 10-year warranty upgrade kits available for residential tank water heaters.



User-Friendly Junction Box - Making Your Job Easier... Again!

- Allows installer easy access for making electrical connections and completing required electrical inspections.
- Engineered for safety using impact resistant plastic.



Low Restriction Brass Drain Valve - Durability Meets Ease-Of-Use.

- Durable and tamper proof low restriction brass drain valve offers faster tank draining and reduced service time.
- Features a ball valve, nickel-plated brass body, and straight design for ease of hose hookup.
- Standard on drain equipped models.



ICON System™ Accessory Packages - Make A Great Water Heater Even Better.

- Incredible selection of water heater accessories offering customers more hot water, higher efficiency, greater energy savings, full 7-day programmability, and leak protection.
- Engineered to rigorous safety and performance standards and integrates seamlessly with the Bradford White ICON System.



ICON HD™ Commercial Control System - Another Exclusive Innovation.

- Features an LCD digital display showing temperature set point and diagnostic codes to aid in servicing and troubleshooting.
- User-friendly touchpad and easily viewable data display area.



Silent Heat Traps - Quietly Saving Energy And Money.

- Reduces stand-by heat loss and potential noise.
- Factory-installed on all residential gas and electric models with 3/4" NPT top water connections.
- Also available separately for retrofit applications.



Stainless Steel Propane Burner - A Titanium Stabilized Technological Advance.

- Minimizes thermal expansion, eliminates warping and resists corrosion, making the burner virtually maintenance free.
- Self-regulating burner produces a consistent flame resulting in clean, efficient combustion that handles various propane gas consistencies.



The TTW® Series - The First Power-Vented Water Heaters In The Industry.

- Bradford White invented the power-vented water heater for difficult venting applications.
- Highly efficient power-vented water heaters, offering less noise and cooler operation.
- Factory-installed blowers save installation time.



OnGuard RMT™ - Remote Monitoring Technology For Peace Of Mind.

- 24/7 monitoring of Bradford White commercial products to ensure optimal water heater performance.
- Bradford White will contact the product owner and an authorized service contractor in the event the water heater indicates a fault or requires service.

Bradford White Products: The Perfect Choice



The Residential Line - Everything And More For The Homeowner.

- Models for nearly every residential application including gas, electric, oil, solar and indirectly powered water heaters.
- Configurations include atmospheric vent, power-direct vent, power vent, direct vent, point-of-use, and tankless models.
- An incredible variety of products for water heating, combination heating, and storage applications.



The Commercial Line - An Extensive Selection Of High Output Solutions.

- A comprehensive line of water heaters used by engineers, mechanical contractors and building owners for practically every type of commercial installation.
- Provides professionals with solutions to the multitude of challenges they face when specifying, buying and installing commercial water heating products.
- Greater durability, more reliable and energy efficient performance, exceptional installation flexibility, and cost savings for any commercial application.



The Boiler & Volume Water Heater Line - Versatile, Powerful And Proven.

- Premium products for a variety of residential and commercial applications.
- High-quality, American made products that deliver years of highly efficient, trouble-free performance.



The Storage Tank Line - For The Home Or The Largest Industrial Demand.

- Sizes for every application from in-home use to custom built giants.
- Available in Jacketed & Insulated, SPF Topcoat, Enamel Coated, and Bare versions.



eF Series® Commercial Water Heaters - Simply The Most Efficient You Can Buy.

- Powerful and proven performers known for incredible delivery and super-fast recovery.
- Fully condensing design with up to 99.1% thermal efficiency.
- Perfect for building managers and business owners who want to "Go Green".
- Icon HD control system integrates temperature control, system ignition function, and diagnostic display.



Eco-Defender Safety System® Ultra Low NOx Series - Eco-Friendly Solutions.

- An ecologically friendly line of water heaters utilizing the latest advances in technology and materials.
- Meets the most stringent air quality requirements for allowable NOx emissions while maintaining a high level of safety, performance, and reliability.
- State-of-the-art radiant burner design generates less NOx emissions than standard models while maintaining optimal combustion efficiencies and consistent operational temperatures.



High Performance Series - Big Hot Water Output From A Small Package.

- High-input workhorses offering 82% thermal efficiency ratings.
- Maximum hot water deliverability from a space saving package.
- Features a helical fin flue for maximum heat transfer and an integrated mixing device that increases usable hot water.



Millivolt Commercial Water Heaters - We Cut The Cord!

- No external electric source required with Millivolt equipped water heaters, making installation and operation faster and easier.
- Bradford White MAGNUM Series® commercial water heaters with Millivolt technology produce their own energy from the pilot and thermopile assembly to operate the control system and flue damper.



FVIR Compliant TTW® Series - A Great Power Vented And FVIR Compliant Solution.

- Flammable Vapor Ignition Resistant (FVIR) compliant combustion system.
- Highly advanced blower technology offering less noise and cooler operation.
- High efficiency, superior power-vented performance, and advanced FVIR technology in one great package.



TriFlex™ Medium Duty Models - The Perfect Fit In So Many Applications.

- Three versatile models available in 50, 80 and 120 gallon capacities.
- Field convertible for voltage, wattage, and phase to create 54 model configurations.



The Combi™ Series - The Dual-Purpose Workhorse.

- Specifically designed to provide both potable water heating and space heating from a single heat source.
- Single wall heat exchanger design provides greater space heating output.
- Available in both atmospheric and power-vented versions.



ECOSTOR2™ SC Solar Indirect Gas Backup Water Heaters - Hot Water No Matter The Weather.

- The newest members of the expansive Bradford White solar water heater family.
- Available in three different configurations (single coil, single coil power vent, and single coil Eco-Defender) for unsurpassed application flexibility.
- Incorporates Bradford White's proven double-wall heat exchanger.

Resources: Helping You Succeed



RightSpec® Sizing Program - It's Easy To Find The Right Water Heater For The Job.

- A user-friendly electronic sizing program for real time solutions to any installation.
- The most comprehensive and intuitive program of its kind.
- No sign-up required or program to download.



EF Calculator - Efficiency At The Click Of A Mouse.

- Determine energy efficiency and savings that a Bradford White eF Series® water heater will provide compared to a conventional model.
- Simply input the required data into the on-line form to find valuable cost and energy savings information.



Phone Apps - Bradford White Help Is Now Mobile.

- Easy-to-use Warranty Check, RightSpec® Cross Reference, and eF Series® Efficiency Calculator Apps.
- Compatible with Android™, Apple iPhone® and Apple iPad® mobile devices, and can be downloaded for free by visiting www.bradfordwhite.com.



24/7 Technical Support Center - You're Never On Your Own With Bradford White.

- Expert Technical Service and Warranty support, 24 hours a day, 7 days a week.
- Based right inside our Technical Support facility in Middleville, Michigan, USA.
- Each technician is extensively trained to diagnose and solve any challenge an expert like you might face in the field.

And There's So Much More...

Scan here to see a message from the employees of Bradford White Water Heaters



REINVESTING IN OUR FUTURE AND YOURS



iTEC™ - The International Technical Excellence



Bradford White's International Technical Excellence Center (iTEC™) is an 18,500 sq. ft. state-of-the-art LEED Gold certified training facility located adjacent to the company's manufacturing and distribution facility in Middleville, MI. The iTEC™ facility hosts product and sales training events throughout the year for contractors, engineers, wholesale distributors and sales representatives from around the world.



Manufacturing Expansion



In our continuous effort to meet the growing demand for Bradford White products, while maintaining the highest level of quality, we recently launched the largest production expansion in company history. The 100,000+ sq. ft. structural expansion to our manufacturing and distribution facility in Middleville, MI, plus a substantial investment in new production, distribution and technology equipment, underscores our commitment to you, our valued customers.



www.bradfordwhite.com

Built to be the Best™