



# News Release

A.O. Smith Water Products 500 Tennessee Waltz Pkwy Ashland City, TN 37015 hotwater.com

**FOR IMMEDIATE RELEASE**

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## **A. O. SMITH VERTEX™ SHOWROOM KIT NOW AVAILABLE ONLINE**

*Now Offering Support for Showrooms that carry A. O. Smith Products*

**ASHLAND CITY, Tenn. (November 28, 2007)** – A. O. Smith recently launched its new showroom kit to assist wholesale showrooms in the sale of the Vertex™ water heater. These kits are part of a new initiative aimed at bolstering consumer interest and support for the product.

Kits contain valuable materials that can be displayed in a wholesaler's showroom. Materials include:

- Consumer brochures, which help to educate the consumer on Vertex's groundbreaking features and the benefits of owning a Vertex water heater.
- Consumer brochure display
- Training presentation
- Counter sign
- Static cling decals
- Testimonials from Vertex owners, and
- Sales DVD featuring Ed Begley, Jr., official spokesperson for the Vertex water heater. In the DVD, Begley explains how the Vertex complements his "green" lifestyle and how it outperforms conventional residential water heaters.

Showroom kits help retailers target consumers with large families, owners of luxury baths or body spray systems, people interested in "going green," as well as customers looking for a better alternative to tankless systems or upgrading from other more conventional models.

Kits can be ordered online and shipped directly to the showroom location. For more information, or to order a showroom kit, visit [www.hotwater.com](http://www.hotwater.com).

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**About the Vertex:**

The name **Vertex** means “the highest point,” a standard of excellence A. O. Smith has achieved once again. Today’s homes demand more hot water than ever before, and the 90 percent efficient **Vertex** power-vent gas water heater offers unprecedented levels of performance and is the environmentally friendly option for consumers.

**About A. O. Smith:**

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is a leading manufacturer and marketer of residential and commercial water heaters and hydronic boilers. A. O. Smith offers contractors an additional competitive advantage in that the company designs, builds, distributes and field supports the world’s broadest and deepest line of residential and commercial water heaters, as well as commercial boilers. This single-source concept simplifies ordering, installation and service and is backed by more than 70 years of research and innovation. For more information, visit [www.hotwater.com](http://www.hotwater.com).

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