

## News Release

A.O. Smith Water Products Company

500 Tennessee Waltz Pkwy

Ashland City, TN 37015 www.hotwater.com

## FOR IMMEDIATE RELEASE

Contact: Malea Barron

GS&F 615.385.1100 mbarron@gsandf.com

## A. O. Smith's EFFEXTM Pushes Gas Water Heaters to New Levels of Efficiency

Introducing the Industry's First .70 EF Conventional Gas Product

**ASHLAND CITY, TENN.** (April 9, 2010) – The new EFFEX<sup>TM</sup> high efficiency gas water heater from A. O. Smith is the most advanced and energy-efficient product of its kind on the market today. Operating at .70 Energy Factor (EF), it can immediately reduce water heating costs up to 25 percent compared to a conventional gas water heater.

The EFFEX is the first and only conventional gas water heater that will not only meet today's ENERGY STAR<sup>®</sup> requirements but also exceed the upcoming second-phase rules that require .67 EF.

Its secret is a patented air intake system, which turbo charges the combustion process. By creating a pressurized environment in the combustion chamber, the air intake system allows the EFFEX to extract additional heat from the exhaust gas as it passes through the water heater. As a result, a higher percentage of heat is transferred into the water and less energy is wasted.

Contractors will be glad to know that the EFFEX installs the same as any other conventional gas product, making it ideal for replacement projects. Many wholesalers are adopting this new technology. First Supply, with headquarters in Madison, Wis, one of A. O. Smith's longstanding customers, placed the first order for EFFEX models.

"First Supply is extremely interested in promoting 'green' technologies in our market, so the partnership with A. O. Smith has proved to be very valuable. We are very excited about promoting these new EFFEX models in our market and are encouraged by all of the support that A. O. Smith has offered" says Mick Hickok, chief operating officer for First Supply.

The EFFEX is available in 40- and 50-gallon capacities. Many states and local agencies offer significant rebates to homeowners who choose an ENERGY STAR product like EFFEX.

"For homeowners looking to step up in technology and reduce their monthly energy bills, the EFFEX makes it easy to start saving right away," said David Chisolm, brand manager for A. O. Smith Water Products Company. "A. O. Smith has once against pushed the industry to a new level of performance and innovation."

## **About A. O. Smith:**

Headquartered in Ashland City, Tenn., A. O. Smith Water Products Company is North America's 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.