

NEVER DESCALE AGAIN. EVER.

TANKLESS WATER HEATER WITH X3™ TECHNOLOGY



THE CHALLENGE

SCALE BUILDUP

- With normal use, typical gas tankless water heaters begin to scale up over time
- Scale reduces efficiency and increases annual cost of operation
- Regular descaling is required to keep typical gas tankless water heaters operational, leading to maintenance costs

SCALE IS THE #1 ENEMY FOR TANKLESS UNITS

#1

LIFETIME COST OF DESCALING*

\$2,800

* estimated over the warranty period



Model ATI-540HX3

THE SOLUTION

INTRODUCING X3 TECHNOLOGY ON OUR CONDENSING GAS TANKLESS PRODUCT.

Models with X3 Technology prevent scale buildup, meaning zero descaling maintenance and three times longer life than traditional models



THE ALL-NEW X3 TECHNOLOGY



LASTS THREE TIMES LONGER THAN ITS COMPETITORS



ELIMINATES SCALE MAINTENANCE



MAINTAINS LIKE-NEW PERFORMANCE LONGER

AVOID HEAT EXCHANGER FAILURE



Without X3 Technology failure at 136,000 gallons

VS



With X3 Technology 450,000 gallons and still running at like-new efficiency



MORE YEARS OF HOT WATER



A. O. SMITH TANKLESS WITH X3 TECHNOLOGY
Over 15 years of life with no maintenance

SCALING AND EFFICIENCY LOSS

Without X3 Technology: 10% efficiency reduction in 1.5 years

With X3 Technology: like-new efficiency after 15 simulated years



YEARS

ESTIMATED LIFETIME MAINTENANCE COST

NEXT GENERATION TANKLESS WITH X3 TECHNOLOGY

\$0

TANKLESS & REMOVABLE FILTER

\$800

TANKLESS WITHOUT PROTECTION

\$2,800

MORE

YEARS OF EFFICIENCY HOT WATER ANNUAL SAVINGS

LESS

MAINTENANCE OPERATING COSTS ENERGY USAGE