



# ★ NEWS RELEASE ★

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**Contact:**

Tara Tocco  
Gish, Sherwood & Friends  
(615) 385-1100  
ttocco@gish.com

## **AMERICAN WATER HEATERS LAUNCHES NEW COMMERCIAL ELECTRIC WATER HEATERS**

**ASHLAND CITY, Tenn. (January 5, 2009)** – In a continued effort to develop quality, reliable products, American Water Heaters has released a new line of commercial electric water heaters with features that surpass other market offerings.

Commercial hot water needs can be quite different than residential needs. Restaurants, health clubs, and other commercial industries often require large amounts of hot water for certain applications. The Surface Thermostat Commercial Electric (STCE) and the Immersion Thermostat Commercial Electric (ITCE) models come equipped with gold-plated elements that provide up to five times the resistance to erosion, lime scale, and calcium as other commercial water heaters. The elements are staggered, allowing maximum heat transfer and large surface area coverage. The gold elements also provide excellent electrical and thermal conductivity throughout their extended life span.

“We are excited to offer these commercial electric water heaters, which are built to superior quality standards,” said Jason Rowell, Brand Manager for American Water Heaters.

The ITCE model also features an advanced electronic control system with an LCD screen on the front of the unit. The system provides precise temperature control and information on the unit’s operations. With its economy setting, the user is able to set predetermined temperatures to which the unit will automatically adjust depending on the setting. This allows the user to conserve heat and reduce operating costs based on off-peak time periods. The advanced control system also displays failed elements, fault messages and runtime history.

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The commercial electric water heaters are ASHRAE compliant and have additional benefits, including easy installation, power circuit fusing to protect from line surges, and two anode rods for maximum corrosion protection.

**About American Water Heaters**

Headquartered in Tennessee, American Water Heaters is proud to offer a full line of residential and commercial water heating products. American is committed to being a reliable partner by providing well-built products and superior service. For more information, please visit <http://www.americanwaterheater.com/>.

***Rely on American.***

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