October 14, 2020

To: U.S. Based Manufacturers' Representatives

From: Ryan Kiscaden, Sr. Strategic Marketing Manager

Subject: ICON™ System name on controls for gas water heaters

Bradford White Water Heaters is changing the look of its family of "intelligent" controls for gas water heaters. Bradford White's gas controls will now carry the ICON™ System name, to highlight the "iconic" value and performance of all of our intelligent controls.

As part of the change, our messaging will center around using ICON, a name representing Bradford White's level of quality and history dating back to 1881. ICON is a timeless and well entrenched symbol of Bradford White's longevity. In 2009, Bradford White was the first in the industry to introduce the ICON™ System gas control, setting a new standard for water heaters. These controls continue to improve as a direct result of the feedback from our professional distribution and installation channel customers.

The name change includes placing the name ICON™ System on finished products starting in mid-October and concluding by the end of the year. All the necessary Bradford White marketing materials will be updated to reflect the new look of our gas controls.

For this change, we will be phasing it over two periods in a launch schedule as follows:

Phase 1 – Now:

- An updated sell sheet (attached)
- Updating impacted images and files in documents and online

Phase 2 - End of October:

- Products begin being shipped with ICON™ System
- Updated webpages (RepConnect®, ForThePro®, and bradfordwhite.com)
- An explanation sheet(s)
- A video

If you should have any questions about this, please don't hesitate to contact myself or the Marketing Communications team directly.

CC: ICON™ System Sell Sheet – United States

Bradford White ICON System® Residential and Commercial Controls

The Bradford White ICON System® symbolizes the uncompromising quality, innovation and added value that comes with choosing Bradford White – and you'll only find it on our water heaters. More than a decade ago, Bradford White set the new standard for intelligent controls on gas water heaters and never looked back.



ICON™ System
Standing Pilot Control
(Residential)

Our ICON™ System controls for gas water heaters are:

- **Durable**
- **Intelligent**
- **Easy to troubleshoot**
- **Programmed with exclusive software**



ICON™ System
Standing Pilot Control
(Commercial)



ICON HD® Display
(Commercial)



ICON™ System
Electronic Ignition Control
(Residential)



ICON™ System
Electronic Ignition Control
(Commercial)

To learn about the many great Bradford White products using the ICON™ System Gas Control, visit
bradfordwhite.com/icon-system-intelligent-control

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BRADFORD WHITE® WATER HEATERS

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