



November 28, 2022

Product Department Bulletin

INNOVATION UPDATE: Vitraglas® lining now featuring Microban®

Bradford White Water Heaters is proud to announce that its proprietary tank lining, Vitraglas®, is now infused with Microban®, a built-in antimicrobial technology. No other water heater in the U.S. or Canada offers this unique feature and it is included at no additional cost.

Vitraglas® tank lining with Microban® is now a standard feature on tank-type water heaters from Bradford White. Vitraglas® prolongs the life of the water heater by protecting it from the corrosive effects of water. Microban® provides additional protection by helping to prevent the growth of bacteria, mold and mildew on the surface of the tank liner.

The silver-based additive is developed and provided by Microban®, a trusted brand and leader in antimicrobial technologies since 1984. Their technologies can be found in thousands of consumer and industrial products around the world, including a variety of plumbing fixtures and household appliances.

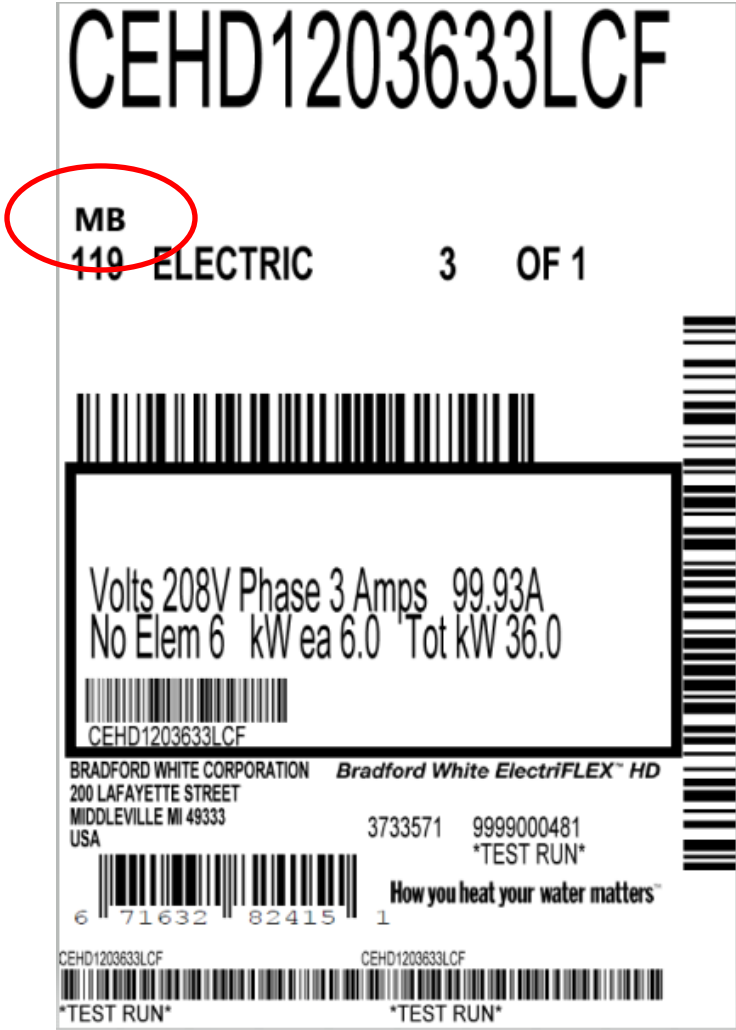
This innovation is a direct outcome of the ongoing research and development efforts done by Bradford White in response to various market, technology, regulatory and environmental trends, in this case ever-changing water quality.

We are excited to announce this partnership with Microban® and will be promoting the brand on Bradford White marketing materials and sales collateral. Logo usage examples below:



Built to be the Best®

To identify products more easily in your inventory with Microban®, we have added the following **MB** code to all applicable corner carton & crate labels. Please see sample image below:



For your convenience, all updated documentation can be found on the Bradford White website. If you have any questions, or require additional information, please contact the Product Department at 1-844-235-4958 or products@bradfordwhite.com.