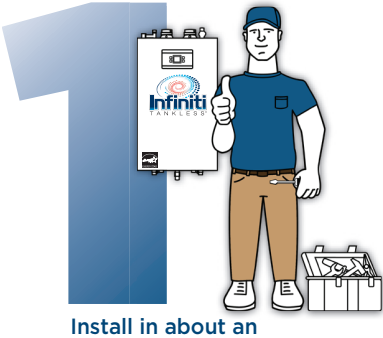


RETHINK WHAT YOU KNOW ABOUT TANKLESS

7 GREAT REASONS TO TRY THE BRADFORD WHITE INFINITI® K SERIES RIGHT NOW



Meet Hank. He's a pro who installs Bradford White tank water heaters practically every day of the week (sound familiar?). In fact, his nickname is Hank the Tank. Sure, he's thought about tankless but, he's heard some tankless units can be a hassle to work with. But after trying Bradford White's Infiniti® K Series Tankless – Hank's now a big fan. **Here's why and why you should try one for yourself...**



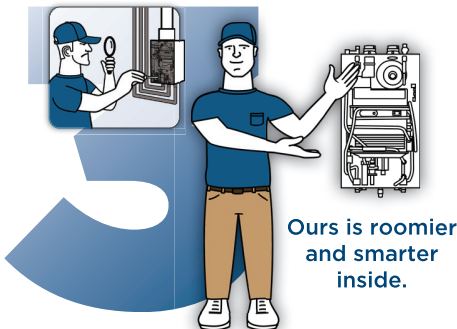
Install in about an

THE INFINITI® K SOLUTION has convenient top water connections for super easy retrofit from a tank and includes built-in flush valves – no need to buy and add your own. Plus, gas connection flexibility of $\frac{1}{2}$ ", $\frac{3}{4}$ " or 1". All this means it installs more easily and quickly, saving Hank and his customers time and money.

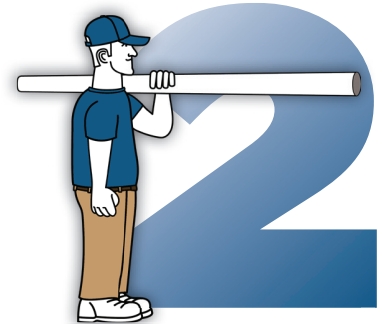
LONGER VENTING

THE INFINITI® K SOLUTION eliminates venting issues by offering best-in-class venting lengths up to 280' on 3" polypropylene, PVC, or CPVC pipe. It's fully self-compensating so no need for air pressure switches and no maximums on elbows – and that goes a long way for Hank.

Others are too small
and hard to work on.



Ours is roomier
and smarter
inside.



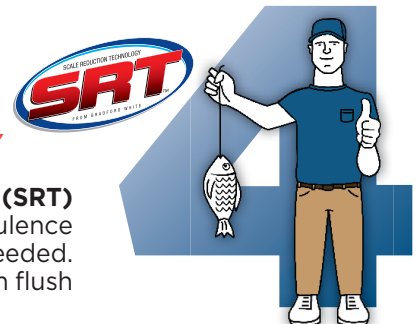
Vent up to 280 ft.

EASIER TO SERVICE

THE INFINITI® K SOLUTION is built For The Pro® for easier service. While others make their units overly small, ours has a bigger, roomier box that makes it easier for Hank to work on. Installers and service pros will never have to remove one component to get to another. Replacing interior parts can be done in just a few minutes without specialized tools!

EXCLUSIVE SCALE REDUCTION TECHNOLOGY

THE INFINITI® K SOLUTION has exclusive **Scale Reduction Technology (SRT)** that greatly reduces scale and the performance issues it causes. SRT creates turbulence in the heat exchanger to help prevent scale from bonding. No water softener is needed. A system code will indicate when scale flushing is required and convenient bottom flush valves make that quick and easy. Now Hank has more time for fishing.



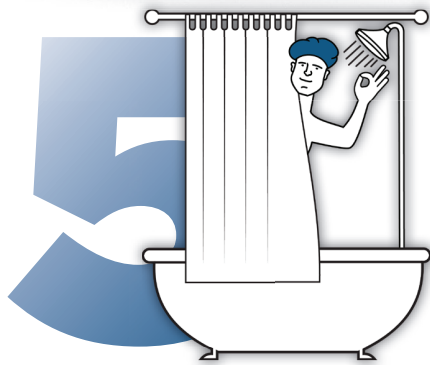
Scale on fish - OK. In a tankless, not OK.

Committed to the Professional.

www.bradfordwhite.com

BRADFORD WHITE
WATER HEATERS

Built to be the Best®



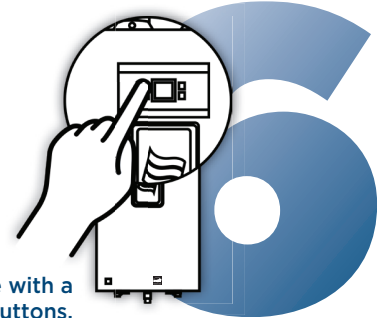
STEADISET® technology keeps water temperature consistently hot.

BETTER TURNDOWN RATIO

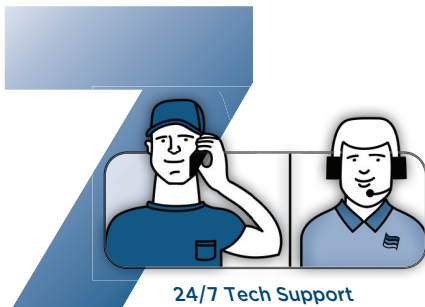
THE INFINITI® K SOLUTION has a 22:1 turndown that delivers hot water at lower flows -- even with warmer supply water situations. Combined with our exclusive STEADISET® technology, the Infiniti® K delivers extremely consistent and accurate hot water on demand (no more cold water sandwiches). Plus, its efficient operation earns it an ENERGY STAR® rating. Happy homeowners, happy Hank.

SELF-CALIBRATING GAS VALVE

THE INFINITI® K SOLUTION makes gas calibration and LP conversion super easy. It can be done in just a few quick minutes in the field and does not require a combustion analyzer to set up. Our self-calibration feature makes it simple - pros like Hank can do it by pressing a few buttons and turning on a faucet!



Easy to calibrate with a push of a few buttons.

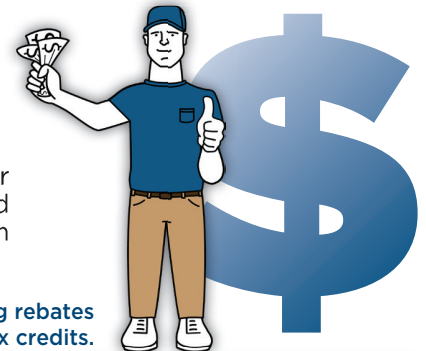


24/7 Tech Support

Whenever Hank has an installation or service question on tankless, he knows he can count on Bradford White. Our industry-leading 24/7 technical support (based in Middletown, MI) is on standby to help with any service issues or questions. We are here For The Pro® to make Hank's and your job easier and to help you be successful. And your success is our success.

BONUS REASON - REBATES & TAX CREDITS

Significant regional rebates and even federal tax credits are available for our Infiniti® K tankless models which could add up to hundreds or even a thousand dollars in savings! That makes the decision to go with the Infiniti® K tankless even easier! Check out what's available in your area at bwrebates.com.



Money-saving rebates and federal tax credits.

BE LIKE HANK AND TRY IT FOR YOURSELF

Let's face it. There are a lot of Pros out there who may be hesitant to try a new tankless product that they don't have experience with. But take it from Hank - you can recommend and install the Bradford White Infiniti® K Series tankless with confidence. Like all our products it is Built to be the Best® and delivers best-in-class features that make it easier For the Pro® and better for the homeowner. And that means everyone wins.



Built to be the Best® | 800.523.2931

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BRADFORD WHITE®
WATER HEATERS