



**NEWS RELEASE**  
**For Immediate Release**

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**Bradford White Announces Release of NEW  
AeroTherm® Heat Pump Water Heaters**

Ambler, PA – April 2018 - Bradford White Corporation, a leading manufacturer of residential and commercial water heating and storage equipment worldwide, today announced the launch of their new AeroTherm® Heat Pump Water Heaters, which are now in production at their plant in Middleville, Michigan.

When compared to a standard electric water heater, the AeroTherm® Heat Pump Water Heater can save the average household approximately \$300\* a year. Based on those savings, this water heater could effectively pay for itself over its lifetime.

As a Bradford White product, the new ENERGY STAR® certified AeroTherm® will feature Vitraglas® corrosion protection and will have a six or ten-year warranty option for both tanks and parts. The AeroTherm® features convenient top connections and can be fully repaired in the field (both sealed system and electrical).

The AeroTherm® offers tremendous flexibility for the consumer with four different operating modes: Heat Pump Mode (most energy efficient), Hybrid Mode (energy efficient with faster recovery), Standard Electric Mode (best performance), and Vacation Mode (to save energy when the unit is not being used).

Carl Pinto, Director of Marketing at Bradford White: "The AeroTherm® gives homeowners the opportunity to easily and effectively manage their hot water energy savings and performance by selecting the AeroTherm® operating mode that best represents their hot water utilization. This is an

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important factor when you consider that water heating is the second largest utility expense in American homes and accounts for 14-18% of an average home's utility bill.”

**About Bradford White:**

Bradford White Water Heaters is part of Bradford White Corporation's family of companies that also includes Laars Heating Systems, Bradford White – Canada, and Niles Steel Tank. Bradford White Water Heaters is located in Middleville, MI and is a full line manufacturer of residential, commercial and industrial products for water heating, space heating, combination heating and storage applications. Bradford White proudly employs approximately 1,500 skilled craftspeople in their United States' manufacturing facilities. [Bradfordwhite.com](http://Bradfordwhite.com).

*\*Savings calculated based on DOE test procedure and comparison of a standard electric tank water heater using 3493 kWh per year versus the AeroTherm® Heat Pump Water Heater using 1003 kWh per year and national average electricity rate of 12 cents per kWh.*