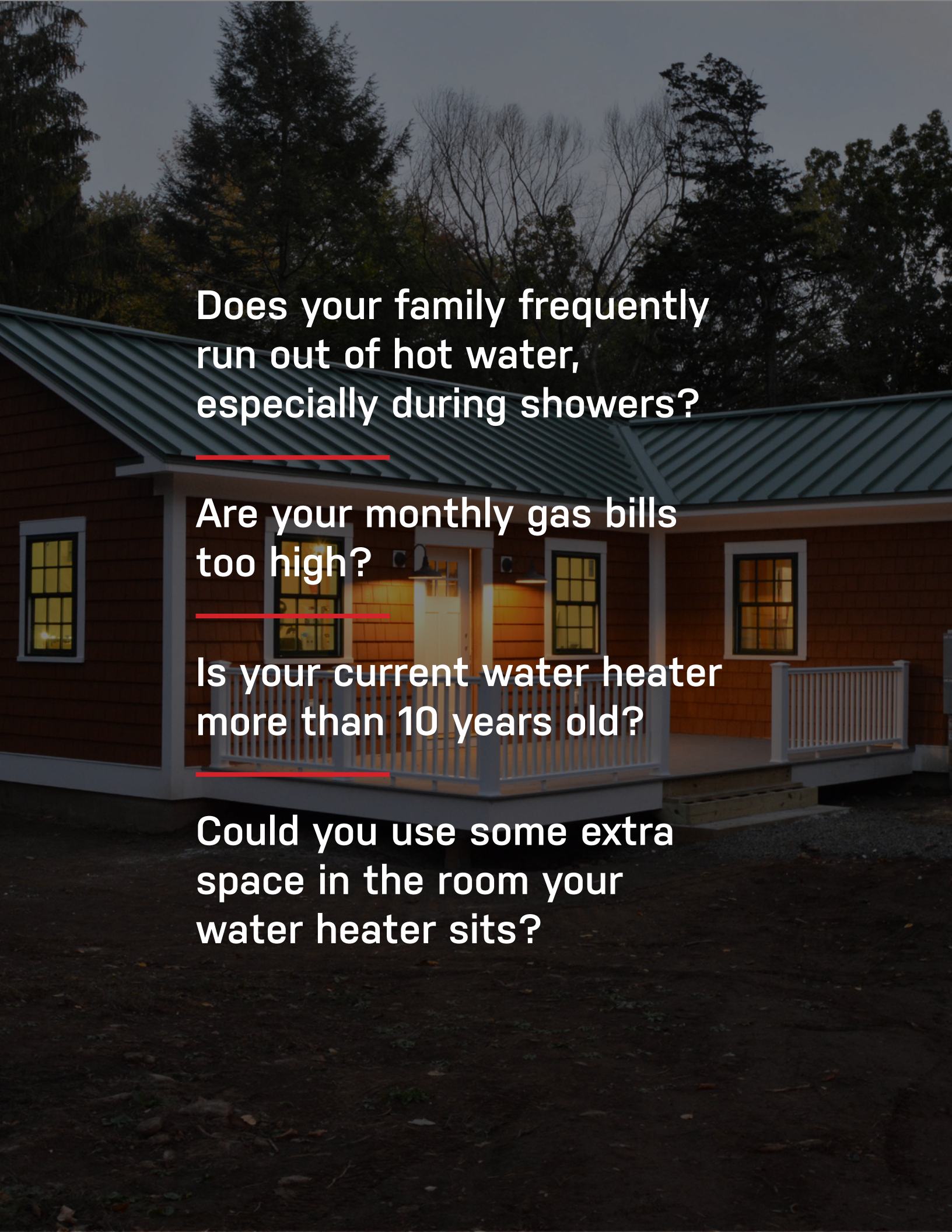


WHY TANKLESS IS **THE RIGHT CHOICE**





**Does your family frequently
run out of hot water,
especially during showers?**

**Are your monthly gas bills
too high?**

**Is your current water heater
more than 10 years old?**

**Could you use some extra
space in the room your
water heater sits?**



...WHY WAIT?

IT'S TIME TO SWITCH TO A **NORITZ TANKLESS**

If you answered YES to one or more of these questions, maybe it's time to replace your old tank-type water heater with a new, high-efficiency, tankless model.

Need to know more? **Watch the video** and browse through this book not only to understand the easy, affordable transition from tank to tankless, but also how you'll save space in your home and money on your fuel bills.

Let's get started...



TANK VS. TANKLESS

COMPARISON



TANK HEATER

HOW THEY WORK

Operates 24/7 / 365 — "always on" — to keep stored water at the preset temperature.

DURABILITY

10-12 YEARS

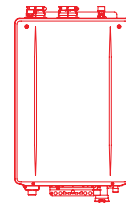
Average Lifetime.

WHAT HAPPENS WHEN THEY FAIL

7 of 10 cases, the tank bursts dumping 30 to 80 gallons of rusty water on the floor, causing a major mess and sometimes damaging its surroundings.

COST

Costs less than tankless, because of a less powerful burner and less sophisticated controls; plus the ability to use existing gas and water lines in a replacement situation.



TANKLESS

Operates **ONLY** when water is needed — "on demand" — quickly bringing water to the preset temperature.

20 YEARS

Or longer average lifetime

No flooding to damage surroundings and no cleanup.

Costs more because of more powerful burner, computerized controls. But good news: The following factors are narrowing that cost difference.

Newer technology permits use of existing gas and water lines

Tax credits and utility rebates are available in many locales

Savings in energy costs will cover the higher cost for tankless over time

TANKLESS BENEFITS

SIX IMPORTANT REASONS
WHY YOU SHOULD SWITCH
TO TANKLESS HEATING:



1 CONTINUOUS HOT WATER

Hot water on demand means no storage and no running out of hot water.

2 CLEAN, FRESH WATER

Storage tank units can rust and accumulate sediment where hot water is stored.

3 40% SAVINGS

No storage and continuous heating of water can save energy and lower fuel bills.

REDUCED CARBON EMISSIONS:

- One Noritz tankless heater will cut CO2 emissions up to 1,000 pounds each year.
- This is equal to the CO2 thirty-three cypress trees would remove each year.
- If every U.S. household switched to tankless, the CO2 savings would equal the removal of 6.7 million cars from the road.

4 LONGER LIFE EXPECTANCY

Lasts 2-3 times longer than a conventional, 40-gallon tank unit.

- Use of recyclable components and replaceable parts reduces landfill waste. 7.3 million water heaters are dumped into landfills annually in the U.S.

5 LONGER WARRANTY

12 years with Noritz tankless water heaters versus six years on a conventional, 40-gallon tank unit.

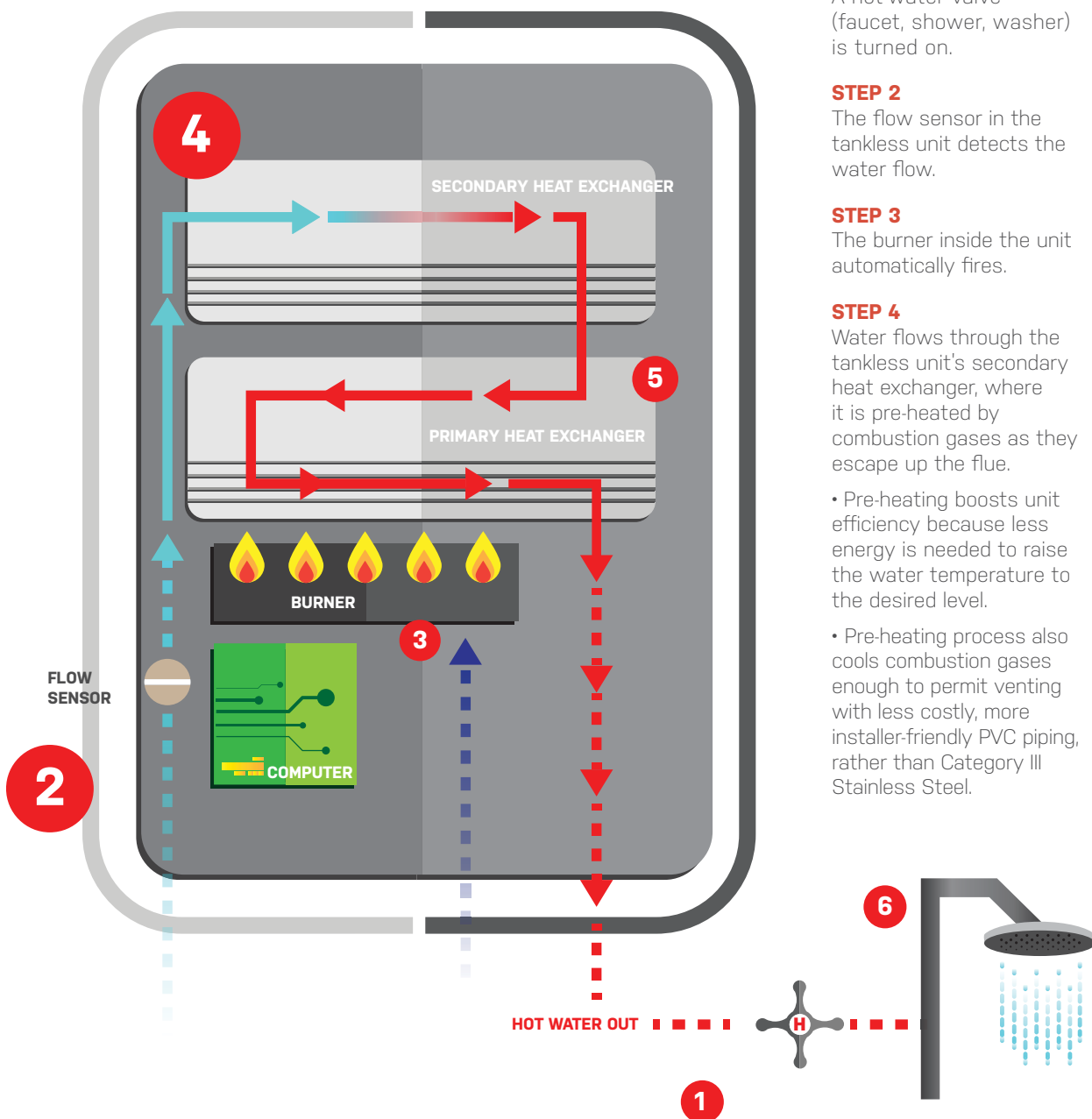
6 ADDITIONAL COST SAVINGS THROUGH REBATE PROGRAMS

Check www.noritz.com/rebates for rebates in your local area



HOW CONDENSING TANKLESS WORKS

The obvious difference between tank and tankless is the latter's smaller size. Not only will you gain significant space, but you'll also get continuous hot water.



STEP 1

A hot-water valve (faucet, shower, washer) is turned on.

STEP 2

The flow sensor in the tankless unit detects the water flow.

STEP 3

The burner inside the unit automatically fires.

STEP 4

Water flows through the tankless unit's secondary heat exchanger, where it is pre-heated by combustion gases as they escape up the flue.

- Pre-heating boosts unit efficiency because less energy is needed to raise the water temperature to the desired level.

- Pre-heating process also cools combustion gases enough to permit venting with less costly, more installer-friendly PVC piping, rather than Category III Stainless Steel.

STEP 5

Pre-heated water enters primary heat exchanger, which completes the process of raising the temperature to the desired level.

STEP 6

The tankless unit provides a continuous stream of hot water until the outlet is turned off.

STEP 7

When the outlet is turned off, the tankless unit shuts down until the next time demand arises — wasting no energy heating and re-heating stored water in anticipation of that demand.



WILL YOU HAVE ENOUGH SPACE?

NEW WATER HEATER REGULATIONS

Effective April 16, 2015:

Higher energy-efficiency standards for storage tank-type water heaters.

Higher efficiency regulations mean more insulation built into tank-type water heaters which results in taller, wider water heaters.

This results in water heaters taking up even more valuable space wherever they currently sit: basements, mechanical rooms, garages, attics, utility closets, etc.

Key question for every homeowner:

When it comes time to replace your current tank water heater, will you have enough space to fit a new water heater that meets the new regulations?





INTRODUCING THE **EZTR40** TANKLESS WATER HEATER

SAVES SPACE AND INSTALLATION COST

WITH THE **EZTR40**, THERE'S...

» **NO NEED TO REPLACE THE EXISTING VENT**

Flexible polypropylene tubing threads through the same venting used by the old water heater.

» **NO NEED TO CREATE NEW HOT- AND COLD-WATER PIPELINES:**

Top-mounted water connections allow the flexible hot-and-cold-water lines used by the old tank water heater to be reconnected to the EZTR40. Saves installation time, while resulting in a cleaner look.

» **NO NEED TO UP-SIZE THE GAS LINE:**

EZTR40 uses the same half-inch gas line as the old tank unit, cutting installation time in half and eliminating the cost of new gas piping.

» **ZERO FOOTPRINT**

Wall-mounted tankless units require a fraction of the space of the old tank unit.

» **EASY REPLACEMENT**

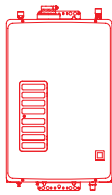
Replace any 40-gallon, gas-fired, storage tank-type water heater.

» **A NEW, REVOLUTIONARY WAY TO INSTALL TANKLESS**

Faster, easier, smarter and more affordable

**WITH THE EZTR40, TANKLESS-FOR-TANK REPLACEMENT
IS EASIER AND MORE AFFORDABLE THAN EVER.**

EZTR40
40-GALLON
TANK REPLACEMENT



KEY FEATURE



STANDARD 40-GALLON,
GAS-FIRED TANK WATER
HEATER

HEAD- TO-HEAD COMPARISON:

NORITZ TANKLESS VS. STANDARD TANK

Noritz EZTR40 vs. Standard 40-Gallon,
Gas-Fired Tank Unit

Any residence currently using
a 40-gallon, gas-fired tank unit

HOUSEHOLD
SIZE

2-3 people

Natural Gas

FUEL
TYPE

Natural Gas

Generates hot water only
as needed

OPERATION

Continuously heating stored
water to the set temperature

None: Generates hot water
only as needed

STORAGE
CAPACITY

40 Gallons

Continuous hot water
generated only as needed

HOT-WATER
AVAILABILITY

Limited to
storage capacity

2" flexible, polypropylene -
utilizing existing venting

VENT
SIZE

3" or 4"

27.2" x 18.3" x 9.4"

DIMENSIONS

63.25" x 21"

50 lb.

WEIGHT

140 lb.

1/2"

GAS
CONNECTION

1/2"

3/4" Top Mount

WATER
CONNECTION

3/4" Top

89%

EFFICIENCY

62%

Heat Exchanger:
12 years
Parts:
5 years
Labor:
1 year

WARRANTY

6 years, limited



WHY NORITZ?

PRODUCTS THAT INSTALL MORE EASILY, LAST LONGER AND ARE FULLY SUPPORTED.



INSTALLATION VERSATILITY

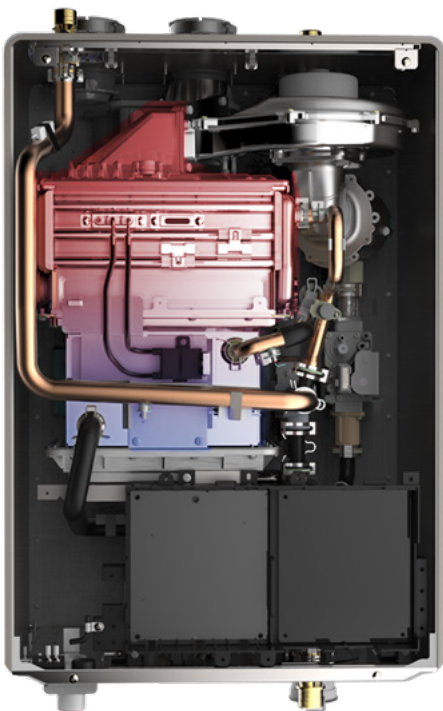
Compact design and easy venting permit convenient placement almost anywhere indoors.

Outdoor models for warmer climates: Install on home or garage exterior



INSTALLED BY PLUMBING PROFESSIONALS

- Noritz partners exclusively with a nationwide network of professional plumbing installers.
- These installers have been fully trained and certified in the sale and installation of Noritz products.



MANUFACTURING EXCELLENCE

Noritz owns all aspects of the manufacturing process, assuring the highest quality materials and components, built to exacting, just-in-time procedures.

- Durable, long-lasting construction
- Little maintenance required.
- Best warranties in the water heater industry

RESPONSIVE CUSTOMER SERVICE

- All Noritz service representatives are certified tankless water heater specialists
- They can assist with any aspect of installation and servicing

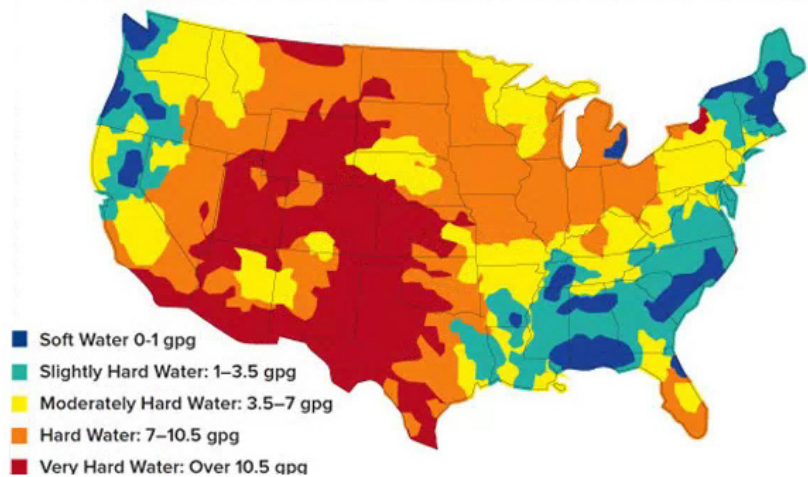
THE **MYTHS** OF TANKLESS WATER HEATING

MYTH 1: TANKLESS WATER HEATERS REQUIRE ANNUAL MAINTENANCE.

THE REALITY: Not necessarily. Tankless water heaters do not require maintenance at regular, factory-prescribed intervals. It all depends on geographic location and the particular unit.

Certain regions of the country have "harder" water with a greater concentration of minerals than others, and that will impact any water heater, tank or tankless. In such regions, flushing the system may be required more frequently. However, many newer models contain built-in diagnostics to alert the owner when a system flush is required. Timing can range anywhere from annually to every five years — or more. Again, it all depends on the unit and the water chemistry in your area.

Concentration of Water Hardness in Grains Per Gallon



MYTH 2: TANKLESS PROVIDES INSTANT HOT WATER.

THE REALITY: Again, not necessarily. Whether we're talking tankless or tank, the time it takes warm water to reach a fixture depends totally upon the piping distance between that fixture and the water heater. Once a tankless unit registers that hot water is needed, however, it will provide that water continuously for as long

as needed, unlike a traditional unit, whose storage tank may be exhausted over time.

To minimize waiting for hot water, either (1) move the water heater closer to the farthest fixture — not always a practical option; or (2) install a recirculation loop that keeps warm water close to the fixtures by circulating it within the plumbing system.



MYTH 3: TANKLESS UNITS COST SIGNIFICANTLY MORE THAN TANK-TYPE UNITS.

THE REALITY: Although a tankless unit costs more due to its more powerful burner and sophisticated digital technology, the cost gap between it and a conventional storage-tank water heater is narrowing. New, federal efficiency standards are increasing the size and therefore raising the costs of tank water heaters.

Meanwhile, design and engineering improvements, as exemplified by the Noritz EZTR40, are shrinking the installed cost of tankless. As a result, the additional cost for tankless will be more quickly recovered through monthly savings on your fuel bill.

MYTH 4: TANKLESS UNITS ARE TOO SMALL TO MEET THE HOT-WATER NEEDS OF AN ENTIRE HOME.

THE REALITY: Absolutely not. Noritz has a tankless model to fit any residential application. Unit size depends upon a home's water use and geographic location. Colder climates require larger, more powerful water heaters to raise the temperature of the incoming ground water to the desired setting. The **Noritz Sizing Calculator** can be used to calculate proper unit size for a particular application. For special circumstances, Noritz will work directly with you for a custom solution.



HOW TO **GET STARTED**

Choosing the correct water heater is much simpler than you think.



FIND THE RIGHT MODEL FOR YOUR HOME

Click and find the right tankless water heater model for your household.



FIND AN INSTALLER AND GET A QUOTE

Click to find a qualified, professional installer and request a quote.



APPLY FOR ADDITIONAL REBATES

Click to find out how once the unit is installed, you can apply for additional tax credits and utility rebates.



VIDEO:

BENEFITS OF TANKLESS

Check out this quick, informative video that covers the Noritz advantage over traditional, tank-type heaters. In it, we not only explain why Noritz tankless is a better option, but also how to buy one. Simply by visiting Noritz.com, you will find help with sizing your application, finding qualified local installers, and saving money by identifying available rebates in your area.

GET THE BEST. GET NORITZ.





CONTACT **NORITZ** **AMERICA** FOR SUPPORT

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