



WHY TANKLESS IS THE RIGHT CHOICE.

WHAT YOU NEED TO KNOW.



 **NORITZ**[®]
ALWAYS HOT[®]

WHY WAIT? IT'S TIME TO SWITCH TO TANKLESS.



YES NO

- 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?**

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

VS.



HOW THEY WORK

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

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

DURABILITY

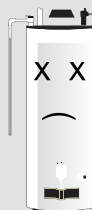
Lasts 10-12 years on average.
Typical warranty: 6 years



Lasts 20 years or longer on average
Typical warranty: 12 years



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.




No flooding to damage surroundings and no cleanup.



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.


\$\$\$ 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.

Family Size & Annual Savings



| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| \$115 | \$130 | \$175 | \$220 | \$260 |

Reduced carbon emissions:


- One Noritz tankless water heater will cut CO₂ emissions up to a 1,000 pounds each year.
- Which 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 two to three 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.



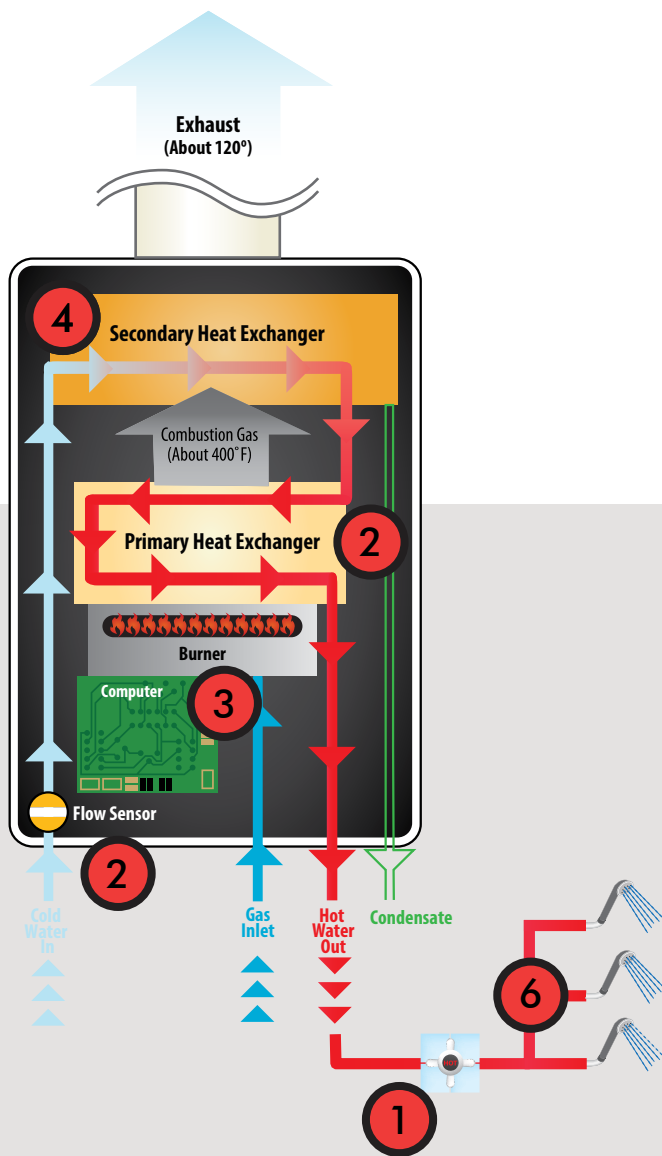
5 Longer Warranty:
12 years with Noritz tankless water heaters versus six years on a conventional, 40-gallon tank unit.



6 Additional cost savings through utility 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:**

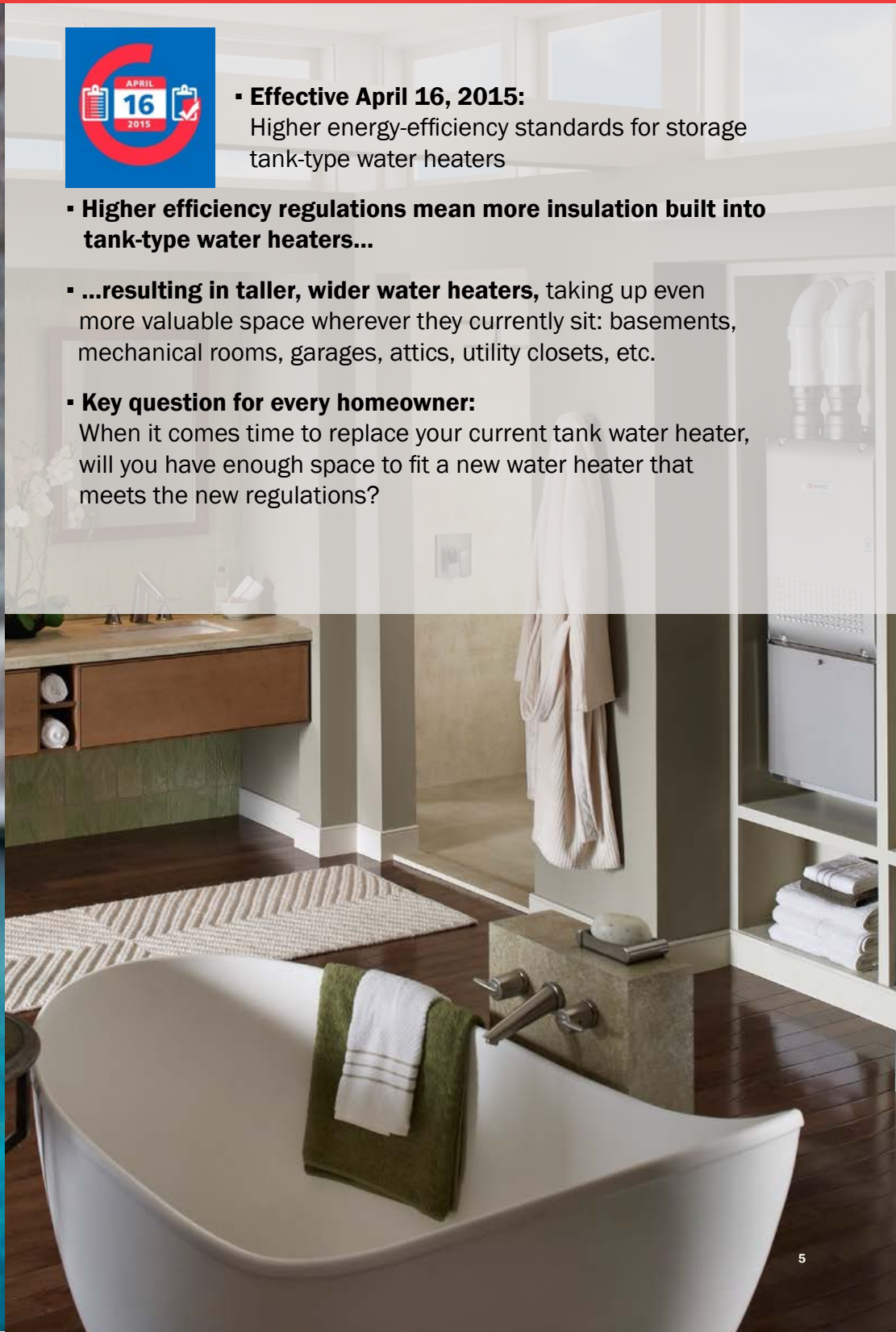
Higher energy-efficiency standards for storage tank-type water heaters

- **Higher efficiency regulations mean more insulation built into tank-type water heaters...**

- **...resulting in taller, wider 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:**

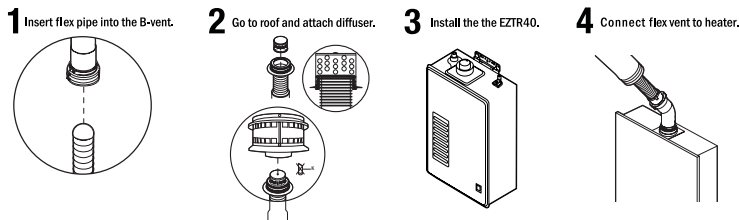
When it comes time to replace your current tank water heater, will you have enough space to fit a new water heater that meets the new regulations?



INTRODUCING THE EZTR40 TANKLESS WATER HEATER: SAVES SPACE AND INSTALLATION COSTS



- **Zero footprint:**
Wall-mounted tankless units require a fraction of the space of the old tank unit.
- **Easy replacement for 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, 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.



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

HEAD-TO-HEAD COMPARISON: NORITZ TANKLESS VS. STANDARD TANK

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



EZTR40 40-GALLON TANK REPLACEMENT

KEY CHARACTERISTIC

STANDARD 40-GALLON, GAS-FIRED TANK WATER HEATER

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: generates hot water for as long 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 mount

91%

EFFICIENCY

62%

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



WARRANTY



6 years, limited

WHY NORITZ?

A MODEL FOR EVERY APPLICATION

The broadest offering in the tankless industry, with a wide range of energy-efficient water heaters to meet an equally wide range of customer needs.

UP TO
96% efficiency

The innovative line of Noritz, high-efficiency tankless water heaters will help reduce your carbon footprint.

Low
NOx



EZTR40

Warm Climate



Cold Climate



NRCP

Warm Climate



Cold Climate



NRC1111

Warm Climate



Cold Climate



NRC98

Warm Climate



Cold Climate



NRC711

Warm Climate



Cold Climate



NRC661

Warm Climate



Cold Climate



UP TO
85% efficiency

Engineered for durability, these cost-effective tankless models will perform reliably and efficiently for many years.



NR981

Warm Climate



Cold Climate



NR83

Warm Climate



Cold Climate



NR622

Warm Climate



Cold Climate
Not for outdoor
use



NR501

Warm Climate



Cold Climate
Not for outdoor
use

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.

▪ **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.

▪ **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.

▪ **Responsive customer service**

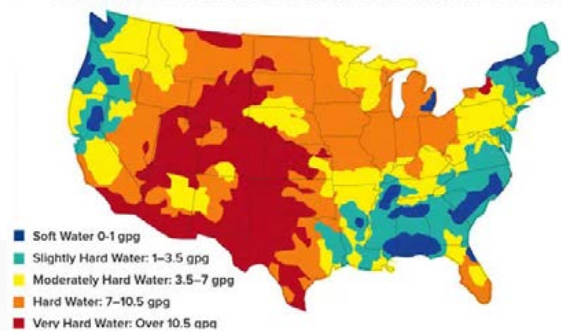
- All Noritz service representatives are certified tankless water heater specialists.
- They can assist with any aspect of installation and servicing.

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.

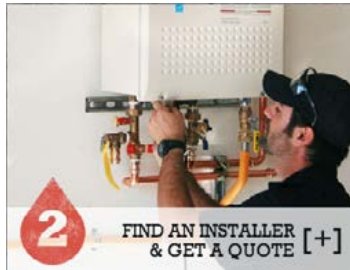


The Reality: Absolutely not. Noritz has a tankless model to fit any residential application. Unit size depends upon a home’s water use and geographic location. Colder climates require larger, more powerful water heaters to raise the temperature of the incoming ground water to the desired setting. The [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



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



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



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

Contact Noritz for support



Technical Support Website.



In-House Call Center.
1-866-766-7489



Video: Why Noritz?

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.



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