

## **American Standard Water Heaters – Increases Commercial Water Heater Warranty by 33% over Competitors – A First in the Industry**

**Company increases commercial water heaters standard warranty coverage from 3 to 4 years and launches redesigned water heater surface**

(SAINT JOSEPH, Mi. – September 14, 2016) - American Standard Water Heaters, manufacturer of a top selling brand of commercial and residential water heaters in the U.S., announced today that they are enhancing the purchasing experience for commercial customers nationwide by increasing warranty coverage on commercial water heaters by 33% without additional cost and setting a new industry precedent.

Traditionally, commercial water heaters are delivered with a standard 3 years warranty, a norm in the commercial water heaters industry within the U.S. American Standard Water Heaters will now be available with the 4 years warranty as a standard and across the entire line of commercial water heaters, apart from their High Efficiency Series. The introduction of the company's 4 years warranty represents a 33% increase in coverage, a first in the industry, which includes 1 year parts and labor warranty coverage. The move is intended to underscore American Standard Water Heaters assertion that their commercial water heaters will perform far longer than comparable commercial water heaters of competitors.

American Standard Water Heaters are emphasizing the introduction of the standard 4 years warranty by redesigning the surface of their commercial water heaters. The company is implementing a change to the commercial water heaters color scheme from the current brown and black colors to that of brilliant platinum and black colors making the commercial water heaters, boasting the newly established 4 year warranty, instantly identifiable for commercial models ordered after the beginning of October, 2016.

“American Standard Water Heaters has achieved its position as an industry leader in commercial and residential water heating by relentlessly striving to improve upon the products and services we offer,” said American Standard Water Heaters President Canaan Lawrence. “Warranty and cost are the two factors that significantly impact a commercial customer's decision to purchase water heaters and we recognized there were opportunities for American Standard Water Heaters to enrich our offering under the warranty category. By offering our 4 years warranty as a standard we believe this will provide our customers with greater incentive for choosing American Standard Water Heaters and we're delighted to offer our new 4 years warranty as a standard option available to all commercial customers.”

For more information about American Standard Water Heaters products, visit:

<http://www.americanstandardwaterheaters.com>

### **About American Standard Water Heaters**

American Standard Water Heaters manufactures high quality electric, heat pump, natural & propane gas, tankless condensing and storage tank type commercial and residential water heaters with BTU inputs ranging from 76,100 to 512,000 – designed to deliver large amounts of hot water economically, for applications requiring rapid hourly hot water recovery. Typical applications include large and small residences, restaurants, apartment buildings, multi-family developments, motels, hotels, hospitals, Laundromats, car washes, schools and industrial buildings. For more information about American Standard Water Heaters' entire product line, visit [americanstandardwaterheaters.com](http://www.americanstandardwaterheaters.com).