



# ★ NEWS RELEASE ★

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## **American Water Heaters Enhances Marketing Efforts for the Polaris® Product Line**

*Water heater meets federal stimulus package tax credit requirements*

**Ashland City, Tenn. (July 20, 2009)** – American Water Heaters has enhanced the marketing efforts for the Polaris® high efficiency gas water heater with a product video, case studies and tax credit information. The Polaris water heater is well suited for large homes because of its ability to provide heat for combination applications – domestic hot water and space heating.



The Polaris water heater video highlights how the product is made, includes a “how to” installation segment and features Major League Baseball Hall of Famer Johnny Bench. Bench recently chose to install a Polaris water heater in his Palm Springs, Calif., home. Case studies about the installation at his home and other high profile installations are available at [www.americanwaterheaternews.com](http://www.americanwaterheaternews.com).

Homeowners can also receive a tax credit when they install a Polaris water heater in their home. The program, which began on Feb., 17, qualifies all natural gas or propane water heaters with at least a .82 Energy Factor (EF) rating or 90 percent thermal efficiency for the tax credit. The credit is subject to a combined \$1,500 maximum per homeowner for all improvements eligible under the new law. The \$1,500 credit is a cap on the combined amount that can be taken in tax years 2009 and 2010.

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The Polaris water heater features a submerged combustion chamber with a spiral flue that provides up to 96 percent thermal efficiency and an ultra-low standby heat loss of approximately one percent. It has a power/direct venting system that vents up to 120 feet using 2-inch or 3-inch PVC, CPVC or ABS pipe either through-the-wall or through-the-roof.

Through-the-wall venting allows the Polaris water heater to offer both forced air hydronic heat and radiant hydronic heat. In a forced air application, the water heater combines an air handler for comfortable space heating with potable hot water. In a radiant application, potable hot water is circulated through tubes under the floor. Both options can heat large homes and feature an ultra-quiet blower and burner that minimize noise.

While a standard gas water heater reaches 41 gallons per hour (GPH), the Polaris models heat up to 386 gallons per hour (GPH) at a 60 degree Fahrenheit rise. This enhanced performance makes the Polaris model suitable for those families that need additional hot water.

The “plug-and-play” technology requires no special adjustments at initial start-up. Three external LED lights indicate the operational status of the water heater. Other features include a thermistor temperature sensor, 24-volt thermostat control, hot surface ignition, full flow brass drain valve, zero clearance to combustibles, factory-installed T&P valve, factory-provided condensate trap, and multiple one-inch brass tank connections.

### **About American Water Heaters**

Headquartered in Ashland City, Tennessee, American Water Heaters is proud to offer a full line of residential and commercial water heating products. American is committed to being a reliable partner by providing well-built products and superior service. For more information, please visit <http://www.americanwaterheater.com/>.

***Rely on American.***

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