



GE APPLIANCES
a Haier company

More Hot Water When You Need It: Meet GE Appliances' Innovative New Lineup of Industry-First Flexible Capacity Electronic Water Heaters with Integrated Mixing Valve

LOUISVILLE, Ky.—February 19, 2019— GE Appliances, a Haier company, debuted a lineup of electronic water heaters capable of delivering up to 60 percent more hot water¹ during high-demand times. The flexible capacity units include normal, high and extra-high capacity settings. When more hot water is needed, the high and extra-high capacity settings activate the industry-first integrated, electronic mixing valve to maximize performance. The 50-gallon model can be set to perform like a unit with up to 80 gallons of storage capacity at the extra-high setting. All models feature built-in WiFi and intuitive digital controls and displays that offer precise temperature control.

“It’s a familiar story,” said Tom Zimmer, director of water heating for GE Appliances. “You have a house full of guests or kids home from college and everyone fights for the first showers because they don’t want to take a cold shower. We have all experienced this issue. Our business allows us to listen to the needs of our owners and to use innovation to solve their challenges.”

When the unit is operating in the high or extra-high capacity settings, water is stored in the tank at a higher temperature. As the stored water leaves the tank, the integrated electronic valve mixes in the exact amount of cold water needed to ensure the water comes out of the faucet at precisely the desired temperature selected by the homeowner. The process is seamless without the need to adjust external valves or manual thermostats. Once household demand returns to normal, the water heater can be returned to the normal capacity setting to save money and energy. The flexible capacity electronic water heaters will be available in 50-, 40- and 30-gallon tank capacities. The 40-gallon model can perform like a unit with up to 64 gallons of storage capacity and the 30-gallon can perform like a unit with up to 48 gallons of storage capacity using the extra-high setting.

Homeowners, looking for the ultimate in flexibility, convenience and smart features, will appreciate the intuitive electronic digital control and built-in WiFi capability, which connects the water heater to the GE Appliances app. Through the app, consumers can schedule vacation mode, adjust the temperature, choose the desired capacity to accommodate out-of-town guests and receive maintenance reminders via their smartphone.

These models also deliver the reliable and worry-free ownership experience homeowners expect from GE Appliances. Units can be easily installed using the same connections as standard water heaters. All models feature ultra-durable stainless-steel heating elements, which resist rust and corrosion, as well as a sensing anode to help owners properly maintain their water heater and extend the life of the product. Flexible capacity electronic water heaters will be available in the fourth quarter of 2019.

¹ Versus comparable water heaters without a mixing valve.



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About GE Appliances, a Haier company

GE Appliances, a Haier company, makes moments that matter for our owners through our passion for making great appliances and providing unparalleled services. Owners have more choices than ever before under the Hotpoint, GE®, Haier, CAFÉ™, GE Profile™ and Monogram® brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners, water filtration systems and water heaters. For more information, visit www.geappliances.com/our-company.

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