

March 9, 2026

Product Department Bulletin

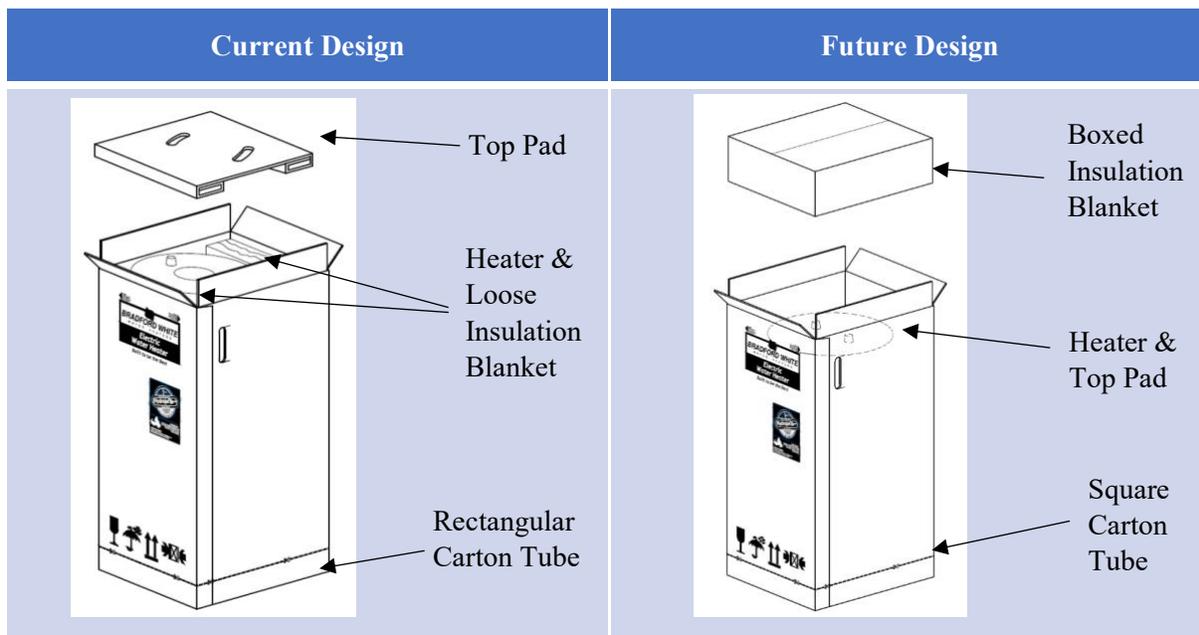
PRODUCT CHANGE NOTICE: (E)RE240S & (E)RE250S Packaging Modification

Dear Valued Customer,

We are reaching out to you regarding a modification in packaging for certain residential electric upright water heaters that ship with insulation blankets.

In direct response to customer feedback, we will be implementing a new packaging design on the (E)RE240S and (E)RE250S in the coming weeks.

Please see both the current and future designs below:



Product SKUs and UPCs will not be changing because of this change. Please click [here](#) for updated shipping dimensions for the (E)RE240S and (E)RE250S.

If you have any questions, or require additional information, please contact the Product Department at 1-844-235-4958 or products@bradfordwhite.com.

Sincerely,

Bradford White Product Team