

Q3 / 2025



Quarterly Playbook

Our Core Values



Customer

Serve our internal and external customers by investing in their success like no one else can or will



Collaboration

Win together and respect, develop and support our greatest asset, ***our employees***



Innovation

Be curious, adventurous, and creative in developing innovative solutions for our customers



Community

Create and promote impactful initiatives that build stronger, more sustainable communities

BUILT ON A FOUNDATION OF

Integrity

Transparency

Empathy

Q3 Calendar

July 2025

ElectriFLEX Series™ kW Update
AeroTherm® G2 Launch
(E)RE340R Launch

JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2025

For The Pro® Photo Contest

AUGUST

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September 2025

National Sales Meeting
Loot for Brute® Promotion
ASPE Tech Symposium

SEPTEMBER

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

ElectriFLEX Series™ kW Update

LAUNCH DATE /

July 10, 2025

FEATURES & BENEFITS /

More field convertibility & flexibility.

ElectriFLEX MD™ (E-32)

- New 12.3 kW model

ElectriFLEX HD™ (CEHD)

- New 12.3 kW model in 3-element configuration
- New 18 kW model in 6-element configuration
- New 36 kW model in 9-element configuration

IMPORTANT LINKS /

View the prenotification [here](#).

Model	Desired Input	
	Total kW	Element kW
ElectriFLEX HD™ (CEHD) tank with 3 Elements	12.3	4.1
	13.5	4.5
	15	5
	18	6
ElectriFLEX HD™ (CEHD) tank with 6 Elements	18	3
	24	4
	27	4.5
	30	5
	36	6
ElectriFLEX HD™ (CEHD) tank with 9 Elements	36	4
	45	5
	54	6

Model	Available Models	
	Tank Size (Gallons)	Inputs (kW)
ElectriFLEX HD™ (CEHD)	50, 80, 120	12.3-54
ElectriFLEX MD™ (E32)	50, 80, 120	12.3-18

AeroTherm® G2 Launch

LAUNCH DATE /

July 16, 2025

FEATURES & BENEFITS /

Innovative Technology

Heat Pump Technology pulls the heat from the surrounding room air to heat water more efficiently.

Outstanding Efficiency

With best-in-class UEF up to 4.20 (65-gallon), the AeroTherm® G2 is **ENERGY STAR®** certified to lower energy costs. It is eligible for rebates and tax incentives to save even more money. Up to **\$600 savings** on annual energy bill.*

Unmatched Quality

As part of Bradford White's commitment to quality, the AeroTherm® G2 is **Built to be the Best®** for outstanding quality. It includes exclusive innovations to improve performance, increase reliability, and extend life.

IMPORTANT LINKS /

reconnect.bradfordwhite.com/aerotherm-g2

View the prenotification [here](#).

View pricing addendums [here](#).

*Actual savings vary based on usage, location, and utility rates of 80-gallon model.



(E)RE340R Launch

LAUNCH DATE /

July 23, 2025

FEATURES & BENEFITS /

Comparable to current RE340/ERE340S, but gives your customers:

- Increased FHR (First hour rating) of 52
- .93 UEF

Increased UEF may be required to meet multifamily criteria in certain markets for different types of state funding

Please be aware that the ERE340R is a product offered in certain regions, where required by code or law.

IMPORTANT LINKS /

View the prenotification **here**.

View pricing addendums **here**.



For The Pro[®] Photo Contest

PROMOTIONAL PERIOD /

August 4 – October 31, 2025

CONTEST DETAILS /

Contractors are asked to send in photos of themselves posing with **Bradford White installations** for the chance to win **prizes**.

NEW! Prizes will be **Carhartt backpacks**

Winners will be drawn weekly

No limit on entries

IMPORTANT LINKS /

View our past Photo Contest winners **here**.



National Sales Meeting

EVENT DATE /

September 8 - 12, 2025

LOCATION /

Ft. Lauderdale Marriott Harbor
Beach Resort & Spa



Loot for Brute®

PROMOTIONAL PERIOD /

September 8- October 31, 2025

CONTEST DETAILS /

Contractors will receive **VISA®** gift cards for every **Brute®** purchased.

Applicable models:

- **Brute® Mini** (BJX)
- **Brute FT® Wall-Hung** (BMFTHW, BMFTCW)
- **Brute FT® Floor Standing** (BFTHF, BMFTCF)

Qualifying Product	VISA® Reward Card Value
Brute® Mini Hydronic Boilers (BJX)	\$50.00/per unit
Brute FT® Wall-Hung Boilers (BMFTHW)	\$100.00/per unit
Brute FT® Wall-Hung Combination Boilers (BMFTCW)	\$100.00/per unit
Brute FT® Floor Standing Boilers (BFTHF)	\$150.00/per unit
Brute FT® Floor Standing Combination Boilers (BMFTCF)	\$150.00/per unit



ASPE Tech Symposium 2025

EVENT DATE /

September 24-28, 2025

LOCATION /

Rosen Centre Hotel
Orlando, Florida



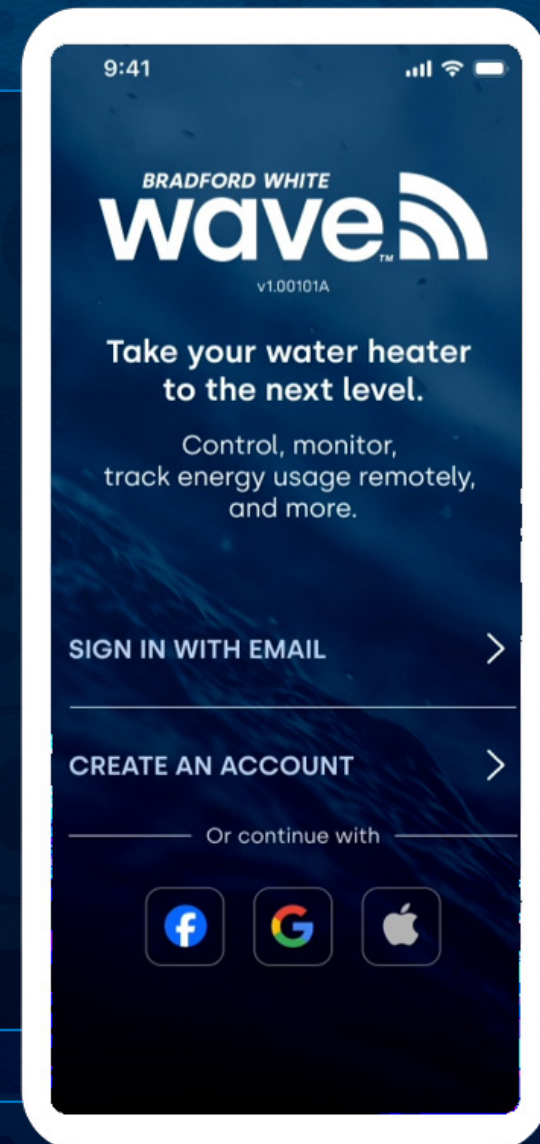
Spread the Word!

Know any engineers who'd benefit from this event? Let them know!

Coming Soon



**Control Your Water Heater
from Anywhere**



Q2 Recap



The new **'Manufactured in America'** labels are officially in production.



Bradford White Corporation acquires
Bock Water Heaters.



New Spanish landing page launches on **For The Pro**[®], offering a one-stop shop for **Spanish-speaking** customers.