



July 28, 2025

Product Department Bulletin

NEW PRODUCT: ElectriFLEX HD™ (CEHD) Commercial Electric Water Heaters

Dear Valued Customer,

Bradford White is pleased to announce that our ElectriFLEX HD™ (CEHD) now has even more field convertibility and flexibility with the introduction of our 18 kW model in the 6-element configuration and the 36 kW model in the 9-element configuration. These kW and voltage options extend your conversion flexibility by allowing you to stock your desired SKU and convert up or down with ease. Please refer to the chart below for the updated list of available kW configurations for our ElectriFLEX HD™ (new configurations highlighted):

<u>Model</u>	<u>Desired Input</u>	
	Total kW	Element kW
ElectriFLEX HD™ (CEHD) tank with 3 Elements	6	2
	9	3
	12	4
	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

New conversion kit configurations are available for the ElectriFLEX HD™ commercial electric water heaters to accommodate these new models. Updated conversion charts are in the spec sheets, manuals, and price books.

These new products are available to order today and are subject to standard lead times.

For your convenience, the following technical documents can be found on Bradford White's [For The Pro® site](#).

- Spec Sheets
- Installation & Operation Instruction Manuals
- Parts Lists
- Conversion Kit Instructions

Accompanying this announcement is the [Product Data](#) for these new configurations.

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

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