



January 30, 2025

**Product Department Bulletin**

**PRODUCT CHANGE: Packaging Modifications & Improvements**

Dear Valued Customer,

Bradford White would like to make you aware of an improvement that was made to the outer packaging of all water heater carton tubes.

Historically, Bradford White relied on the use of a sole corner crate label for field identification purposes. Over the years, many of our customers and logistic partners began to utilize and implement more sophisticated warehouse management systems. As a result, we are now applying additional secondary labels on all exposed sides of our carton tubes to make it easier for our customers to scan products for inventory purposes. These additional secondary labels also include the model and serial number for each individual water heater, allowing the units to be scanned without having to take apart a bundle of four water heaters.



In addition to the carton tube identification labels, we continue to look for process improvement opportunities and are pleased to announce some additional changes to how we package certain products.

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The improved packaging on the models listed below now incorporates a pallet base into the design. The additional support provided by the addition of the pallet base also allows these units to be moved with a standard pallet jack, making movement of the larger capacity models easier than their legacy packaging design.

#### Impacted Models:

##### Phase 1: November 2024

- Commercial Storage Tank – M3ST80R
- Residential Solar Saver® Open Loop Electric Back Up– MS65R & MS80R

##### Phase 2: Anticipated in February 2025

- PowerStor Series® SS (Stainless Steel) Indirect– SS30L, SS40L, SS50L, SS75L

Previous Design	New Design
Traditional carton tube, no crate base	Combination of carton tube with pallet crate base
	

Although the carton dimensions have slightly increased due to the new design, it does not impact the number of water heaters on a typical delivery. The new packaging is now 4” taller and ¼” to ½” wider depending on the product.

[Click here](#) for the latest set of product data, including updated shipping dimensions and weights.

Bradford White is committed to providing you, our loyal customers, with continuous packaging improvements. If you have any questions, or require additional information, please contact the Product Department at 1-844-235-4958 or [products@bradfordwhite.com](mailto:products@bradfordwhite.com).

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