

Plumbing Professionals...



...Control Yourself

Presenting The New

BRADFORD WHITE
ICON
System™



Sophisticated, Beautiful & Intelligent



The Perfect Choice In Gas Control Technology

Presenting The New

BRADFORD WHITE **ICON** System™



High Tech Innovation Meets Intelligent Simplicity

The NEW Bradford White ICON System™ is so much more than a gas valve. It's a revolutionary advance in water heating control technology available only to the professional installer and wholesaler.

The Bradford White ICON System™ offers numerous energy and timesaving benefits to the homeowner, contractor and wholesaler and sets a new standard in gas water heater control technology. The Bradford White ICON System™ is standard equipment on Bradford White Residential and Light Duty Commercial products* at no extra cost!

Why has Bradford White invested in such an advanced control technology? In a word...Customers. Our customers asked for a sophisticated yet simple control, one that gives them performance enhancements and diagnostic capabilities. Our customers asked for it...and we are proud to deliver the Bradford White ICON System™.

*All Atmospheric Vent and Direct Vent Residential and Light Duty Models except High Performance and Mobile Home Models.

- **Advanced Temperature Control System** - Microprocessor constantly monitors and controls burner operation to maintain consistent and accurate water temperature levels.
- **Exclusive Performance Software** - Proprietary algorithms provide enhanced First Hour Delivery ratings and tighter temperature differentials.
- **Intelligent Diagnostics** - An exclusive green LED light prompts the installer during start-up and provides ten different diagnostic codes to assist in troubleshooting.
- **Pilot-On-Indication** - Flashing green LED provides positive indication that pilot is on.
- **Millivolt Powered** - An off-the-shelf thermopile converts heat energy from the pilot flame into electrical energy to operate the gas valve and electronics. No external electricity required.



- **Separate Immersed Thermowell** - High strength advanced polymer composite thermowell provides isolation between electronic temperature sensor and surrounding water. No need to drain the tank when removing, or replacing the gas valve.
- **Integrated Piezo Igniter** - Built into the control itself, the igniter eliminates the need to open the combustion chamber to light the pilot.
- **Universal Replacement** - The Bradford White ICON System™ service kits are available for direct replacement, or for the replacement of Robertshaw or White-Rodgers gas valves on most older Bradford White models.
- **Proven Technology** - Over 150,000 units installed over the past 3 years have proven the durability, reliability and simplicity of this technology.


BRADFORD WHITE
WATER HEATERS

Want To See The Bradford White ICON System™ In Action?



Visit www.bradfordwhite.com
and watch the instructional video!

BRADFORD WHITE
ICON
System™

The Perfect Choice just got better.

When we say we're the Perfect Choice for installing contractors and wholesalers, we mean it. Again, we bring you innovation, technology that works and superior features strictly for the trade. Bradford White builds quality and value into everything we manufacture. We offer a feature-packed, premium product at the best possible price.


BRADFORD WHITE[®]
W A T E R H E A T E R S

www.bradfordwhite.com | Built to be the Best™ | To Find A Wholesaler Call 800.523.2931

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