



IKONIC™ vs the Competition



RHEEM® IKONIC™ IS THE NEW STANDARD IN TANKLESS.

Unlike the leading tankless competitors on the market, Rheem IKONIC™'s revolutionary advancements provide plumbers with a more simplified installation process that saves them time and money on Tank to Tankless replacements.



This product meets a stringent set of our internally defined sustainability standards

Scenario #1 – Tank to Tankless Replacement

Feature	Rheem IKONIC	Leading Tankless Competitor	Advantage
Venting Install Time	Flex Vent through existing B-Vent w/ no changes to roof flashing	PVC option which requires removal of existing B-vent & roof flashing	Rheem IKONIC flex vent option saves time (75 minutes) and money, as well as eliminates potential for roof leaks ⁴
Start-up and Programming	Integrated Full-text Digital Display	2-line Display with Dip Switches	Rheem IKONIC saves time with no dip switches
Efficiency (UEF)	0.96	0.95	Rheem IKONIC with its Best in Class Energy Efficiency ¹
WiFi Control	Built-In with EcoNet® app and Amazon Alexa® Integration	Optional Accessory at additional cost & difficult to install	Rheem IKONIC built-in WiFi provides valuable 'early warnings' with alerts sent to the homeowners phone to fit today's connected lifestyle

Plumbers use Rheem **2x more often** than the leading tankless competitor³

Continued on reverse.



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AND IT DOESN'T STOP THERE! Rheem IKONIC gives builders the flexibility they need to install in more complex situations while offering homeowners the features they want to support their family's lifestyle.

More homeowners prefer the Rheem brand over the leading tankless competitors²



Scenario #2 –New Construction Installation

Feature	Rheem IKONIC	Leading Tankless Competitor	Advantage
2" PVC Venting	Maximum length of 70'	Maximum length of 75'	Rheem IKONIC has lower equivalent vent lengths for elbow/termination (6' and 2.5' vs 8' and 4')
Minimum Activation Flow Rate	0.4 GPM	0.5 GPM	Rheem IKONIC improves homeowner experience when doing light work in the kitchen
High Altitude	10,200 ft	10,100 ft	Rheem IKONIC allows for more flexibility in higher altitudes and more complex sties
Start-up and Programming	Integrated Full-text Digital Display	2-line Display with Dip Switches	Rheem IKONIC saves time with no dip switches
Efficiency (UEF)	0.96	0.95	Rheem IKONIC with its Best in Class Energy Efficiency ¹
WiFi Control	Built-In with EcoNet [®] app and Amazon Alexa [®] Integration	Optional Accessory at additional cost	Rheem IKONIC can be controlled via smartphone to adjust water temp, activate recirculation, and track energy usage
15-Year Warranty	Replace entire unit if HEX fails	Plumber must replace HEX if fails	Rheem IKONIC saves time on repairs with easy swap out of entire unit rather than complicated replacement of HEX

When you want the best for your customers, turn to the brand you trust and your customers prefer.

Lead with Rheem[®] IKONIC™ – The New Standard in Tankless – order today!



Alexa is a registered trademark of Amazon Technologies, Inc.

¹Based on comparison of Rheem[®] IKONIC™ SR models against similar models from leading tankless competitors. ²Based on responses from a 2021 quantitative study of 2,411 US homeowners who own a water heater (n=1,209) and/or an HVAC system (n=1,202). – 18% vs 2% recognized, 15% vs 2% prefer. ³Based on responses from a 2021 quantitative study of 614 US water heating industry professionals. ⁴Based on comparison of Rheem IKONIC flex vent kit installation against a traditional PVC vent installation.

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