

NEOTANK

Product Positioning Statement

For the quality-conscious consumer who desires the latest in hot water quality and technology, NeoTank provides steaming hot water adjustable to an exact temperature to meet the demand for instant beverages, food prep, cleaning and nurturing.

Support:

This tank is a technology upgrade over the HWT tank. The latest material technologies, thermostat controls, baffling and aspiration designs, welding and quality control processes have been engineered into the NeoTank.

The welded design gives the consumer peace-of-mind in quality and reliability. With a precise, adjustable temperature setting and small-footprint, efficient performance, NeoTank offers features not available in other products.

Unique Selling Proposition/ Key Messages

*“Precision, Performance and Peace of Mind.”

1. **Precise, adjustable temperature setting:** unlike fixed-temperature hot water tanks on the market, NeoTank is adjustable from 88-98°C and maintains the temperature setting to within $\pm 0.5^{\circ}\text{C}$, ensuring flawless preparation and serving
2. **Efficient performance in a compact design:** the tank’s unique compact design, about the size of a toaster, hangs neatly on the back wall under the sink. The 2.5L capacity allows the consumer to heat only what they need while conserving energy for environmental stewardship.
3. **Peace of mind with the product’s overall reliability and welded tank construction,** eliminating elastomer seals and potential leak points.

Product Features

1. **Precise temperature control:** the tank’s accurate temperature control, $\pm 0.5^{\circ}\text{C}$ ($\pm 09^{\circ}\text{F}$), of the electronic thermostat is among the tightest temperature tolerances on the market. Ensures the consumer of the temperature needed to precisely brew different varieties of tea, beverages and foods.
2. **Quiet Operation:** improvements in tank design and insulation provide a quieter operation when compared to the current tank.
3. **Energy efficiency and savings:** with improved insulation and internal design, NeoTank is 40% more energy efficient in stand-by mode than the current HWT tank. The heating element is 100% energy efficient as it is completely submerged into the water and all energy is transferred to the water. It is unlike kettles, microwaves, stovetops and other alternatives that lose energy by heating the air and surrounding elements. Standby power requirements are projected to cost only \$20 annually in the US.
4. **Reduction in faucet dripping:** The new design of the tank minimizes air pockets, larger size expansion chamber, and improved aspirator all contribute to reduced faucet dripping.
5. **19% Increase in usable water:** Usable water—defined as the amount of hot water available with the first draw before the temperature reduces 6°C (23°F)—increases from 70% with the HWT tank to 83% with NeoTank. The design of the baffling system, water intake system and cylindrical tank shape contribute to an optimized dispensing of hot water use as the cold water replacement draw replaces hot water in the tank with cold water from the intake.
6. **Increased dry start protection:** NeoTank added a thermostat off position, automatic shut-off and power reset to increase the protection from dry start activation when the installer turns on the heater before water is added.
7. **100% welded and brazed hot water tank design with no seals:** all seals and O-rings that have resulted in leaks in the HWT tank have been removed with the NeoTank design.
8. **Ease of HWT replacement:** the tank’s mounting bracket, product width, water and faucet connections are identical to the HWT tank so replacement is a quick disconnect, mount and reconnect process, with few to no tools required (screwdriver to loosen the mounting screws, if needed).
9. **Touch-panel display, with electronic thermostat and trouble-shooting fault Indicators:** The touch panel display offers a high-tech look and simple operations. Trouble shooting fault indicators assist in installation errors, such as dry start activation without water in the tank.
10. **Contemporary, low-profile, glossy white design:** the industrial design provides an attractive and distinctive image from the current tank; creates the perception of high-technology and quality performance.

	InSinkEerator - NeoTank	InSinkEerator - HWT
General		
Model #/ Brand	NXTF	HWTF Tank, H1300 Tank
Warranty, Type	2 yr, In-Home replacement	2 yr intl, 1 yr commercial; In-Home replacement
Tank Capacity	2.5L	2.5L
Dimensions	286 H x 157 W x 206 D	258 H x 157 W x 172 D
Heater Wattage	1300W	1300W
Temperature Adjustment	88-98°C	88-98°C
Connection Type	John Guest quick connects	John Guest quick connects
Indicators, Alarms, Smart Features	Power button, temp bars, flashing dry start	LED Light
Safety Features - Tank, System	Self-reset dry start protection, tank fault codes	Self-reset dry start protection
Filtration	In-line included, F-701	In-line incl., F-701 (intl)
Construction		
Tank Material	316L Stainless Steel	304L Stainless Steel
Seals & Construction	100% welded/brazed	Silicone/EPDM Seals
Tank Type (Pressure/UnPressure)	Unpressurized	Unpressurized
Venting	Faucet vented	Faucet vented
Thermostat	Electronic	Electronic
Dry Start Protection	Thermostat startup delay + sensor	Self-resetting bimetal disk
Insulation	EPS Expanded Polystyrene	EPS Expanded Polystyrene
Cord Length (in)	1000mm	914mm
Measured Performance		
Tank Temperature Variance	±0.5°C	±1°C
Usable Water, volume + %	2.0L, 80%	1.75L, 70%
Flow Rate @ 60psig	0.75gpm	0.75gpm
Standby Energy Usage @ max temp	19.4W	34W
Heating up Time - Cold Start	11 min	11 min
Recovery Time	TBD	7 min
Pressure Range Capability	>15psig - 125psig; 1.0-8.6 bar	>15psig - 125psig; 1.0-8.6 bar
Performance Claims		
Energy Efficiency, Stand-by Cost	\$20/yr US	Less than 40W light bulb