

affect the life and warranty of your heater. Some warranties are void if water hardness is too high. Traditional electric tank heaters are much more capable of handling diverse water conditions.

How about all those promised energy cost savings? True, the microprocessor-controlled wonders do not lose much heat to 'standby' heat loss; however, unlike traditional electric elements, their efficiency drops with scale buildup. Their savings figures also come from comparisons to "low end", traditional steel heaters. For example, a full size Marathon water heater loses only about 5 degrees in 24 hours! Not much more savings to squeeze out there!

Next time you hear someone wanting a tankless water heater, tell them the "Rest of the Story." Twice the installed cost of a tank water heater, more service (if you can find someone to service it), short life, and warranties are not comparable to a Marathon-some deal! Wouldn't you prefer cost effective and hassle free water heating.

Jump River Electric offers Rheem, A.O. Smith, and Lifetime Warranty Marathon electric tank water heaters.

Stop in or call our offices for pricing and warranty information. Also ask about our Load Management Program and really save!

Jump River Electric Cooperative

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Jump River Electric Cooperative

TANKLESS ELECTRIC WATER HEATERS



**Tel: 715-532-5524 (Ladysmith) or
715-634-4575 (Hayward)**

Tankless Electric Water Heaters...the rest of the story

There's a lot of talk about energy efficiency and energy savings today. One related topic involves tankless electric water heaters. As the name implies, they have no storage tank; they provide hot water on demand rather than storing it for later use. If that sounds like a great energy-conservation idea, please consider the following before purchasing a tankless electric water heater.

Proper sizing is critical! If improperly sized, they may not supply enough hot water for many normal daily activities. Tankless water heaters are sized by flow rate as measured in gallons per minute (GPM). Typically, a bathtub

needs 4 GPM, showers 2.5 GPM, washing machines 3 GPM, and each sink 2 GPM. Flow rates from older faucets and showerheads may be much higher. The size of the unit needed is determined from your highest demand for hot water at any one time. Because tankless water heaters must heat water very fast, they have limited capacity and have difficulty supplying multiple hot water needs simultaneously.



Tankless water heaters provide hot water on demand, but if they're improperly sized, they may leave you cold.

INSTALLATION COSTS

First of all, tankless water heaters are a little cheaper to operate than standard tank water heaters. But before you rush out and buy one, let's examine a few other factors. These are not do-it-yourself installations and definitely not fit-it yourself products. The typical price for a tankless water heaters exceeds \$1,000 plus installation. Compared to \$300 plus installation for an electric tank water heater, a tankless water heater would take more than 13 years to recoup the additional cost of the unit. Let's not forget Jump River Electric Cooperative's water heater program, which can qualify you for a reduced-cost electric tank water heater if you sign up for our Load Management Program. Plus, you'll receive a \$3 credit on your electric bill each month you are on this program and you use 400 kwh/month. Parts and service calls are covered under the Load



In addition to the cost of the heater, significant wiring upgrades are usually required.

Management Program, which you wouldn't receive with a tankless water heater. JREC employees service your water heater within 48 hours of the problem being reported, when on this program. If you have a tankless

HIGH DEMAND

water heater, can you even find a qualified technician to work on it? One of the issues that has implications for your utility and you is the untimely load these units place on the system. Family

sized models require 240 volts and up to 150 amps capacity to operate! This level of demand almost always exceeds that of most residential electric services. In addition to the cost of the heater, you usually would be faced with the cost of an electrical upgrade and possible transformer



Busier households require more hot-water appliances than in the past.

upgrade. With these additional costs, you may wish to reconsider if an electric tankless heater is a viable option.

SERVICE CONCERNS

The "high-tech" nature of the tankless heaters makes them serviceable by only factory-trained technicians. As mentioned before, where would you find a factory-trained technician? Tank water heaters have only four serviceable parts (2 elements and 2 thermostats).

Your water quality is also important with tankless water heaters. If you have "hard water," it could

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