
KENMORE WATER HEATERS:

The Next Generation of Energy Efficiency

Paul Campbell
Director, Sears Holdings



KENMORE WATER HEATERS



to learn more about Kenmore® water heaters, go to Kenmore.com or visit a Sears® store.

Kenmore.
WATER HEATERS



Kenmore. PERFORMANCE STARTS HERE.

selecting your Kenmore® gas or electric water heater

Things to consider:

Family size and peak demand needs are important factors in selecting the right size and type of water heater to meet your needs.

Minimum First Hour Rating Requirements	Number of Bathrooms in Your Home		
	1 to 1.5	2 to 2.5	3 to 3.5
Number of Bedrooms in Your Home	1 42 Gallon First Hour Rating		
	2 54 Gallon First Hour Rating	54 Gallon First Hour Rating	
	3 54 Gallon First Hour Rating	67 Gallon First Hour Rating	67 Gallon First Hour Rating
	4 54 Gallon First Hour Rating	67 Gallon First Hour Rating	80 Gallon First Hour Rating
	5 54 Gallon First Hour Rating	80 Gallon First Hour Rating	80 Gallon First Hour Rating
	6 54 Gallon First Hour Rating	80 Gallon First Hour Rating	80 Gallon First Hour Rating

Important! These sizing recommendations are based on maximum delivered hot water temperature of 120°F to help prevent scalding.

1. What gallon capacity and fuel input is your current water heater?

- Gallon capacity: _____
 Fuel Type:
☐ Gas
 ☐ Natural
 ☐ Propane
☐ Electric
 ☐ 120 Volt
 ☐ 240 Volt

2. Where is the water heater to be located?

- Height of space: _____
 Width of space: _____
 Height of water heater: _____
 Diameter of water heater: _____

3. Did your older water heater provide enough hot water?

Kenmore® water heater advantages



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KENMORE WATER HEATERS

Kenmore® innovation

12-year electric water heater with touch screen electronic user interface

item #58240 and 58250

The new Kenmore® 12-year electric water heater features an electronic touch screen user interface that allows you to easily set the temperature, operating mode and view the water heaters status with touch-button ease. The display is at eye-level and easy to read and features a child safety lock. The touch screen also displays water heater status, operational information and advanced diagnostics.

Three operating modes allow you to optimize your water heater for the best performance and savings: 1) Energy Saver Mode intelligently reacts to your hot water usage patterns to save energy by reducing standby heat loss, 2) Standard Mode maintains consistent tank temperature to ensure you have plenty of hot water, and 3) Vacation Mode lowers the temperature setting while you are away to save money and provide freeze-protection.

*The 12-year and 9-year electric water heaters are Kenmore Assurelink™ WiFi Module ready, allowing remote monitoring, leak detection/notification, as well as diagnostics via WiFi using your smart phone, tablet or computer.

Both the 12-year and 9-year electric water heaters are equipped with a new electronic thermostat that provides precise temperature control, more first hour hot water delivery and advanced diagnostics. The electronic thermostat also provides dry fire protection which prevents power from being applied to the heating elements unless the tank is completely filled with water, eliminating the potential heating element failure caused by dry firing.

*Kenmore Assurelink™ WiFi Module, item #42-58000, sold separately when available.



Kenmore® high efficiency gas water heaters

ENERGY STAR®

Save money and energy with a new Kenmore® ENERGY STAR® qualified water heater. Kenmore® Natural Gas and Hybrid Electric Heat Pump water heaters that have earned the ENERGY STAR® are available in 6-, 10- and 12-year warranties. Kenmore® water heaters bearing the ENERGY STAR® symbol are constructed to meet heavy hot water demands of today's busy households, providing more usable hot water (1st Hour Rating) with lower annual operating costs than comparable standard non-ENERGY STAR® qualified models.

Products that have earned the ENERGY STAR® reduce greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).

Kenmore® 6-year ENERGY STAR® power vent gas product

item #33135 and 33136

The Kenmore® Power Vent gas water heater is engineered to maximize efficiency to reduce operating costs, deliver higher recovery rates for more hot water and offer greater flexibility with installation and venting options. The power vent gas water heaters can be vented using 2, 3 or 4 inch PVC pipe. The vent can be terminated vertically through-the-roof or horizontally through-the-wall to the outdoors.



Kenmore Elite® 12-year ENERGY STAR® pressurized combustion gas product

item #33262 and 33264

The high efficiency performance is produced by the patented air intake system. Much like a turbo charger, air is pushed into the combustion chamber creating a pressurized environment. As a result of the pressurization, tighter baffling can be incorporated into the flue design to slow down the hot gas as it travels through the water heater. More heat is transferred to the water and less energy is wasted.



Kenmore® 6-year ENERGY STAR® flue damper gas product

item #33702 and 33704

This new gas water heater uses a flue damper system that is designed to restrict the escape of hot gases during periods of standby (when the burner is not in operation). This allows the water stored inside the tank to stay hotter longer because the heat is not allowed to dissipate into the flue and vent system.



ENERGY STAR® and the ENERGY STAR® mark are registered U.S. marks.

Ultra Low NOx gas water heaters

The California Air Quality Management Districts (AQMD) and Air Pollution Control Districts (APCD) are agencies responsible for attaining state and federal clean air standards in California. The District's jurisdiction includes various counties throughout California. AQMD and APCD regulations establish limits for Nitrogen Oxide (NOx) emissions from residential type, natural gas-fired water heaters that are sold or installed within their jurisdiction. To comply with the current 10 ng/J (10 nanograms per Joule) emissions limit, special water heaters, incorporating a new burner design, are available for sale and installation in the AQMD and APCD areas of California.

The sale and installation, or offer for sale, of any residential atmospheric vent, natural gas water heater (excluding mobile home heaters), with an input of less than or equal to 75,000 BTU/Hr, and do not meet the 10 ng/J emissions limit, are prohibited in select AQMD and APCD regions.

Counties and areas that must meet Air Quality Management District ULN (Ultra Low NOx) requirements for natural gas water heaters

Alameda	Sacramento	Ventura
Contra Costa	San Francisco	Yolo
Fresno	San Joaquin	
Kings	San Mateo	
Madera	Santa Barbara	Partial Counties*
Marin	Santa Clara	Kern
Merced	Solano	Los Angeles
Napa	Tulare	Riverside
Orange		San Bernardino
		Sonoma

Counties and areas not subject to Air Quality Management District ULN (Ultra Low NOx) requirements for natural gas water heaters

Alpine	Lake	San Diego
Amador	Lassen	San Luis Obispo
Butte	Mariposa	Santa Cruz
Calaveras	Mendocino	Shasta
Colusa	Modoc	Sierra
Del Norte	Mono	Siskiyou
El Dorado	Monterey	Sutter
Glenn	Nevada	Tehama
Humboldt	Placer	Trinity
Imperial	Plumas	Tuolumne
Inyo	San Benito	Yuba

*Check with your local Air Quality Management District (www.aqmd.gov/aqmd/other.htm) for more information on requirements in your county. Areas shown are approximate and subject to change without notice. Current as of 12/15/2014



KENMORE WATER HEATERS

Kenmore® ultra low NOx gas water heaters

Item #	ENERGY STAR®	1st Hour Rating Gallons	Annual Cost of Operation	Energy Factor	BTU Input	Gallon Size	Recovery 90 Rise Gallons/Hour	Fuel Input	Altitude (feet)	Dimensions (inches)			Vent Size (inches)	R-Value
										Diameter	Ht. w/ Diverter	Height		
Kenmore® 12-Year Limited Tank and Parts, 1-Year Labor Warranty¹														
55240	NO	70	\$263	0.62	40,000	40	41	Nat	Up to 5,400	17 3/4	62	58 1/2	3 or 4	8
55250	NO	85	\$272	0.62	40,000	50	41	Nat	Up to 5,400	19 3/4	61	57 1/2	3 or 4	8
Kenmore® 9-Year Limited Tank and Parts, 1-Year Labor Warranty¹														
55940	NO	70	\$263	0.62	40,000	40	41	Nat	Up to 5,400	17 3/4	62	58 1/2	3 or 4	8
55950	NO	85	\$272	0.62	40,000	50	41	Nat	Up to 5,400	19 3/4	61	57 1/2	3 or 4	8
Kenmore® 6-Year Limited Tank and Parts, 1-Year Labor Warranty¹														
55630	NO	52	\$259	0.63	30,000	30	31	NAT	Up to 5,400	17 3/4	60	58 1/2	3 or 4	16
55640	NO	70	\$263	0.62	40,000	40	41	Nat	Up to 5,400	17 3/4	62	58 1/2	3 or 4	8
55650	NO	85	\$272	0.62	40,000	50	41	Nat	Up to 5,400	19 3/4	61	57 1/2	3 or 4	8

Ultra Low NOx models for select California Air Quality Management Districts

For installation of any gas water heater at elevations above the altitudes shown on this chart, contact the local gas utility for necessary modifications.

Product dimensions and specifications are subject to change without notice in accordance with our policy of continuous product improvement.

¹ See associate for additional warranty details.

Kenmore® specialty gas water heaters

- Factory-Installed Temperature and Pressure Relief Valve
- Cobalt Blue™ Glass-Lined Tank
- Factory-Installed Standard Anode Rod helps protect tank against corrosion
- Environmentally-Friendly Non-CFC foam insulation
- Self-Cleaning Cold Water Inlet Tube
- Drain Valve



Item #	ENERGY STAR®	1st Hour Rating Gallons	Annual Cost of Operation	Energy Factor	BTU Input	Gallon Size	Recovery 90° Rise Gallons/Hr	Fuel Input	Altitude (feet)	Dimensions (inches)			Vent Size (inches)	R-Val¹
										Dia.	Ht. w/ Diverter	Height		
Power Vent® 6-Year Limited Tank, 1-Year Limited Parts, and 1-Year Labor Warranty¹														
33135	YES	90	\$233	0.70	50,000	40	56	Nat	Up to 10100	20"	70 1/4	59 1/4	2, 3 or 4	16
33136	YES	96	\$233	0.70	50,000	50	56	Nat	Up to 10100	22"	69 3/4	58 3/4	2, 3 or 4	16
Mobile Home 6-Year Limited Tank, 1-Year Limited Parts, and 1-Year Labor Warranty¹														
33693	NO	55	\$259/\$627	0.63	35,500	30	36	Nat/LP	Up to 10100	18"	61 1/2	58	3	16
33694	NO	62	\$263/\$672	0.62	35,500	40	36	Nat/LP	Up to 10100	20"	61 3/4	58 1/4	3	16

* Not for use in Mobile Homes

¹ See associate for additional warranty details.

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Kenmore® specialty electric water heaters

- Factory-Installed Temperature and Pressure Relief Valve
- Cobalt Blue™ Glass-Lined Tank
- Factory-Installed Standard Anode Rod helps protect tank against corrosion
- Environmentally-Friendly Non-CFC foam insulation
- Drain Valve



Item #	1st Hour Rating Gallons	Annual Cost of Operation	Energy Factor	Recovery 90° Rise Gal./Hour	Gallon Size	Wattage at 120V	Minimum Fuse Required	Minimum Wire Size	Dimensions (inches)		R-Value
									Diameter	Height	
Compact 6-Year Limited Tank, 1-Year Limited Parts, and 1-Year Labor Warranty [†]											
31605	N/A	N/A	N/A	8	10	1650	20 AMP	12 GA.	16	18 1/4	8
31606	N/A	N/A	N/A	8	20 S	1650	20 AMP	12 GA.	18	25	8
31607	N/A	N/A	N/A	8	20	1650	20 AMP	12 GA.	16	31 1/2	8
58630	39	\$555	0.95	8	30	1650	20 AMP	12 GA.	24	31 1/4	24
Models with no on/off switch-240 Volt Models											
32607	N/A	N/A	N/A	9	20	2000*	15 AMP	14 GA.	16	31 1/2	8
Table Top 6-Year Limited Tank, 1-Year Limited Parts and 1-Year Labor Warranty [†]											
31813	52	\$599	0.89	21	40	4500*	30 AMP	10 GA.	24	36	16

S = Short Model

150 PSI working pressure

* Wattage at 240V

¹ See associate for additional warranty details.

Product dimensions and specifications are subject to change without notice in accordance with our policy of continuous product improvement.

Kenmore® commercial gas water heaters

Item #	ENERGY STAR®	BTU Input	Gallon Size	Recovery At 90° Rise	Fuel Input	Altitude (feet)	Dimensions (inches)			Vent Size (inches)	Inlet Pipe Size NPT (inches)
							Diameter	Ht. w/ Diverter	Height		
33807	NO	75,100	74	81 GPH	NAT	Up to 7700	26 1/2	62 1/2	58	4	1
33800	NO	75,100	98	81 GPH	NAT	Up to 7700	27 3/4	70 1/2	66	4	1 1/4

NOTE: Some areas require National Sanitation Foundation (NSF) listing for water heaters used in food service applications.

Due to the leg height and construction, these models are not NSF approved.

Water Connections: Top plumbed

150 PSI working pressure

¹ See associate for additional warranty details.

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KENMORE WATER HEATERS

Kenmore® gas water heaters

- Factory-Installed Temperature and Pressure Relief Valve
- Cobalt Blue™ Glass-Lined Tank
- Factory-Installed Anode Rods help protect tank against corrosion
- Environmentally-Friendly Non-CFC foam insulation
- RotoSwirl™ Self-Cleaning Cold Water Inlet Tube
- Drain Valve
- ENERGY STAR® models available



Item #	ENERGY STAR®	1st Hour Rating Gallons	Annual Cost of Operation	Energy Factor	BTU Input	Gallon Size	Recovery 90° Rise Gallons/Hour	Fuel Input	Altitude (feet)	Dimensions (inches)			Vent Size (inches)	R-Value
										Diameter	Ht. w/ Diverter	Height		
Kenmore Elite® 12-Year Limited Tank and Parts, 1-Year Labor Warranty†														
33262	YES	70	\$233	0.70	40,000	40	43	Nat	Up to 10,100	20	61 1/2	58	3 or 4	16
33264	YES	81	\$233	0.70	40,000	50	43	Nat	Up to 10,100	22	60 1/2	57	3 or 4	16
Kenmore® 12-Year Limited Tank and Parts, 1-Year Labor Warranty†														
57240	NO	70	\$263	0.62	40,000	40	41	Nat	Up to 10100	20	62	58 1/4	3 or 4	16
57250	NO	88	\$263	0.62	40,000	50	41	Nat	Up to 10100	22	60 3/4	57 1/4	3 or 4	16
33176*	N/A	N/A	N/A	N/A	75,100	75	81	Nat	Up to 7700	26 1/2	62	58	4	16
Kenmore® 9-Year Limited Tank and Parts, 1-Year Labor Warranty†														
57940	NO	69	\$263	0.62	40,000	40	41	Nat	Up to 10,100	22	51 1/2	47 3/4	3 or 4	16
57941	NO	70	\$263	0.62	40,000	40	41	Nat	Up to 10,100	20	62	58 1/4	3 or 4	16
57942	NO	70	\$638	0.62	36,000	40	37	LP	Up to 10,100	20	62	58 1/4	3 or 4	16
57950*	NO	88	\$263	0.62	45,000	50	46	Nat	Up to 10,100	24	54	49 1/2	4	16
57951	NO	88	\$272	0.60	40,000	50	41	Nat	Up to 10,100	21	60 3/4	57 1/4	3 or 4	12
Kenmore® 6-Year Limited Tank and Parts, 1-Year Labor Warranty†														
57630	NO	62	\$259	0.63	35,500	30 S	36	Nat	Up to 10,100	20	50	46 1/4	3 or 4	16
57631	NO	67	\$259	0.63	35,500	30	36	Nat	Up to 10,100	18	61 3/4	58	3 or 4	16
57632	NO	67	\$627	0.63	35,500	30	36	LP	Up to 10,100	18	61 3/4	58	3 or 4	16
57640	NO	69	\$263	0.62	40,000	40 S	41	Nat	Up to 10,100	22	51 1/2	47 3/4	3 or 4	16
57641	NO	67	\$263	0.62	35,500	40	36	Nat	Up to 10,100	20	62	58 1/4	3 or 4	16
57642	NO	70	\$638	0.62	36,000	40	37	LP	Up to 10,100	20	62	58 1/4	3 or 4	16
57650	NO	88	\$272	0.60	40,000	50	41	Nat	Up to 10,100	21	60 3/4	57 1/4	3 or 4	12
57651	NO	88	\$659	0.60	37,000	50	38	LP	Up to 10,100	21	60 3/4	57 1/4	3 or 4	12
33702	YES	67	\$244	0.67	40,000	40	41	NAT	Up to 10,100	20	64 1/4	58 1/4	3 or 4	16
33704	YES	81	\$244	0.67	40,000	50	41	NAT	Up to 10,100	22	63 1/2	57 1/4	3 or 4	16
Kenmore® 3-Year Limited Tank and Parts, 1-Year Labor Warranty†														
57340	NO	67	\$263	0.62	35,500	40	36	Nat	Up to 10,100	20	62	58 1/4	3 or 4	16

* High recovery models (BTU inputs 45,000 and over require 4" venting)
S = Short Model

For installation of any gas water heater at elevations above the altitudes shown on this chart, contact the local gas utility for necessary modifications.
Product dimensions and specifications are subject to change without notice in accordance with our policy of continuous product improvement.

† See associate for additional warranty details.

Kenmore® electric water heaters

- Factory-Installed Temperature and Pressure Relief Valve
- Cobalt Blue™ Glass-Lined Tank
- Factory-Installed Anode Rods help protect tank against corrosion
- 12-Year features Heavy Duty Anode Rods
- 9-Year features Heavy Duty Anode Rod
- 6-Year features Standard Anode Rod
- Environmentally-Friendly Non-CFC foam insulation
- RotoSwirl™ Self-Cleaning Cold Water Inlet Tube
- Drain Valve
- ENERGY STAR® models available
- Kenmore Assurelink™ compatible WiFi remote control/monitoring and leak detection included on Hybrid Electric Heat Pump, optional on 9- & 12-year warranty models



Item #	1st Hour Rating Gallons	ENERGY STAR®	Annual Cost of Operation	Energy Factor	Recovery 90° Rise Gallons/ Hour	Gallon Size	Wattage At 240V	Minimum Fuse Required	Minimum Wire Size	Dimensions (inches)		R-Value
										Diameter	Height	
Kenmore® Hybrid Electric Heat Pump, 10-Year Limited Tank and Parts, 1-Year Labor Warranty†												
59250	68*	YES	\$192	2.75	21*	50	4500	30 AMP	10 GA.	22	63	16.00
59260	81*	YES	\$192	2.74	21*	66	4500	30 AMP	10 GA.	26 1/2	61	16.00
59280	91*	YES	\$194	2.72	21*	80	4500	30 AMP	10 GA.	26 1/2	69	16.00
Kenmore® 12-Year Limited Tank and Parts, 1-Year Labor Warranty†												
58240	61	NO	\$555	0.95	25	40	5500	30 AMP	10 GA.	20	60 1/4	24.00
58250	79	NO	\$555	0.95	25	50	5500	30 AMP	10 GA.	22	60 1/2	24.00
Kenmore® 9-Year Limited Tank and Parts, 1-Year Labor Warranty†												
58940	54	NO	\$555	0.95	21	40	4500	30 AMP	10 GA.	20	60 1/4	24.00
58950	69	NO	\$555	0.95	21	50	4500	30 AMP	10 GA.	22	60 1/2	24.00
Kenmore® 6-Year Limited Tank and Parts, 1-Year Labor Warranty†												
58631	43	NO	\$555	0.95	21	28 S	4500	30 AMP	10 GA.	24	31 1/4	24.00
58632	47	NO	\$555	0.95	21	30	4500	30 AMP	10 GA.	19	46 3/4	20.00
58638	44	NO	\$555	0.95	21	38 S	4500	30 AMP	10 GA.	26	33 1/2	24.00
58641	55	NO	\$555	0.95	21	40 M	4500	30 AMP	10 GA.	22	50	24.00
58640	51	NO	\$555	0.95	21	40	4500	30 AMP	10 GA.	20	60 1/4	24.00
58651	62	NO	\$555	0.95	21	50 M	4500	30 AMP	10 GA.	24	50	24.00
58650	71	NO	\$555	0.95	21	50	4500	30 AMP	10 GA.	22	60 1/2	24.00

S = Short Model M = Medium Model

Water connections: 3/4" NPT

† See associate for additional warranty details.

* 1st Hour Rating and Recovery is based on backup heating element performance

Product dimensions and specifications are subject to change without notice in accordance with our policy of continuous product improvement.



KENMORE ELITE HEAT PUMP WATER HEATER



Kenmore Elite Hybrid Electric Heat Pump Water Heaters can save even more money wherever there are:

- Higher Temperatures
- Higher Rates
- Higher Usage

With an estimated annual savings of \$392, the Kenmore Elite Hybrid Electric Heat Pump Water Heater makes saving money easy.*

To learn more about water heaters, visit a Sears® store or go to: Kenmore.com



*Comparing 80 gallon tank size Kenmore standard electric water heater to 80 gallon Kenmore Elite hybrid electric heat pump water heater

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Kenmore Elite.

HYBRID ELECTRIC HEAT PUMP WATER HEATERS



KENMORE ELITE HEAT PUMP WATER HEATER FEATURES

Kenmore Elite® Hybrid Electric Heat Pump Water Heaters

More sizes... more savings

Kenmore is proud to introduce Kenmore Elite Hybrid Electric Heat Pump Water Heaters. These models utilize compressor technology with environmentally friendly R134a refrigerant to absorb heat from the surrounding air and transfer it to the water. Heat Pump water heaters have the ability to produce the same amount of hot water as a standard electric water heater using less than half the electricity. Homeowners save up to 71% in annual operating costs, providing payback in 2-3 years, while reducing greenhouse gas emissions.*

Kenmore Elite Hybrid Electric Heat Pump Water Heaters are now available in 50-, 66- and 80-gallon capacities.

Kenmore Elite Hybrid Electric Heat Pump Water Heaters are the perfect way for today's environmentally and economically conscious homeowners to live green and save money.

Features and benefits

- ENERGY STAR® Qualified appliance - qualifies for many state and local utility rebates
- Intuitive electronic user interface allows easy control of temperature settings and operating modes
- Advanced electronic control system provides precise temperature control and communicates diagnostics
- Washable, reusable air filter
- 10-year limited tank and parts warranty; 1-year labor warranty
- Compatible with optional Kenmore Smart Water Heater Module** with WiFi connectivity for remote monitoring, control and leak detection from your smartphone.

For more information about the Kenmore Smart Water Heater Module, visit www.Kenmore.com/smart



*Compared to a Kenmore standard electric water heater of the same size.

**Optional Kenmore Smart Water Heater Module #58000 with WiFi connectivity sold separately.

Easy-to-use electronic interface

- User-friendly, easy-to-read eye-level display
- Easily change temperature setting and select operating mode
- Display communicates mode, temperature set point and displays service messages when applicable



Four operating modes:

Efficiency mode

- Provides the highest efficiency and lowest cost operation by using only the heat pump for water heating. Recovery time and efficiency will vary with ambient temperature and relative humidity of area/room where water heater is placed.

Hybrid mode

- The default, recommended setting, combining high energy efficiency with reduced recovery time.

Electric mode

- Functions as a conventional electric unit, relying on only the heating elements for water heating.

Vacation mode

- Maintains a 60°F tank temperature. This mode is recommended when the water heater is not in use for a long period of time, to minimize energy consumption and prevent the water heater from freezing during cold conditions.

Model	Gallon Cap.	Energy Factor By Mode		First Hour Rating By Mode		Height (inches)	Dia. (inches)	Shipping Weight (lbs)	Annual Cost of Operation
		EFP*	Hybrid	EFP*	Hybrid				
59260	50	3.61	3.24	44.4	70	63	22	196	\$163
59260	66	3.44	3.17	62.5	80	61	26 1/2	289	\$166
59280	80	3.27	3.06	76.3	95	69	26 1/2	307	\$176

*Efficiency mode



KENMORE SMART ELECTRIC WATER HEATER MODULE

NEW

Kenmore Smart Water Heater Module

Compatible with select Kenmore and Kenmore Elite water heaters.²

The Kenmore® Smart Water Heater Module provides our members with the reliability and convenience they've come to expect from the trusted Kenmore brand. It can help them save energy, money and hassle. Operated via the Kenmore Smart app and used with the module,¹ users can connect select new and existing Kenmore and Kenmore Elite® water heaters² to detect leaks and achieve energy efficiency when they are away from home.



Product Specifications

#58000: Kenmore Smart Water Heater Module

Leak Detection: If a leak is detected even when they are away from home. Our member's smartphone will be alerted along with an audible notification from the Leak Detection Sensor on the water heater unit. This provides our members with peace of mind, notifying them if a leak is detected which can help to prevent water damage and repair expenses.

Control On The Go: Enables our members to start, stop or schedule hot water production and remotely adjust their water heater's set temperature. This gives members control of their hot water consumption from any location.



Saves Energy: Reduces energy consumption by lowering water temperature. Members can set the temperature to their personal preference. When they select Energy Saver mode, they can automatically adjust temperature based on usage. With Vacation Mode, a lower temperature is maintained while they are away.

Hot Water Indicator: Our members can see how much hot water is available.

Easy Setup: It's easy for members to link the Smart Water Heater Module with their iOS³ and AndroidTM smartphone. They simply download the Kenmore Smart app from the Apple Store[®]1 or Google PlayTM1 and follow the step-by-step instructions to add their new Smart Water Heater Module.



Module mounts on top of water heater



Leak Detection Sensor mounts to module and sits in drain pan.

¹Remote control and monitoring functionality of Kenmore Smart products requires a smartphone or tablet, wireless router with a continuous home Internet connection and the free app. These devices are not included. Supports iPhone® and Android devices. Phone not included with product. iPhone and Apple Store are registered trademarks of Apple Inc. Android and Google Play are trademarks of Google Inc.

²Only existing Kenmore items #58940, #58950, #58240 and #58250 can be connected using the wireless module. Coming in July, Kenmore Elite items #59250, #59260 and #59280 will also be compatible.

³iOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under license.

¹ = Digital Information Available



Appealing to the Duress Customer

- **60% of appliances are bought “in duress”**
- **70-80% of duress customers begin buying process online**
- **Sears** has created targeted messages for this online customer
- **Sears** is the go to source for “proactive relief”
- **Ad Week video series released on YouTube 10.3.16**
- **Key message: Sears** wants you to stop ignoring your malfunctioning appliances before they break and you’re screwed.



Appealing to the Duress Customer

