



Advanced Heating and Hot Water Systems

**NEWS RELEASE:**

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**Phoenix Solar Ranks Third Among Top 10  
Favorite New Products of BUILDER  
Magazine Readers**

EAST FREETOWN, MASSACHUSETTS (MARCH 3, 2009) — Every year BUILDER magazine, published by Hanley Wood Business Media, features thousands of new, fresh, different or simply outrageous products for the residential building industry. At the end of each year, editors tally reader responses to determine which published items attracted the most interest among home builders.

Capturing the third spot on BUILDER Readers' 10 Favorite Products of 2008 is the PHOENIX SOLAR WATER HEATER from HTP. The first solar water heater to combine domestic hot water storage with a 96% efficient, gas fired backup in one unit, the Phoenix meets the hot water demands of residential and commercial solar thermal systems.

BUILDER readers joined with other allied professionals in recognizing the unique attributes of the Phoenix.



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**HTP**

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## Phoenix Solar Water Heater — Reader Favorite

Readers of *Commercial Building Products*, *Qualified Remodeler*, and *Building Products* magazines also placed the Phoenix line of water heaters on their favorite new product lists. (See box at the end of this release.)

What appealed to these readers is the sealed-combustion, direct-vent Phoenix's exceptional ability to deliver both space heating and domestic hot water in a single, energy-saving package. Side tapings in the jacket permit auxiliary connections to a hydro-air system for space heating. Here, a pump circulates the heated water from the unit to a heat exchanger in the ductwork to provide heat for the living space. The unit can also power hydronic radiant floor heating as well as snow-melting systems.

"The dual capability of the Phoenix unit is a major attraction to home and building owners and managers looking to cut energy consumption," comments HTP chief executive officer Dave Davis. "It not only transfers all the energy the sun provides, but it also includes an ultra-high-efficiency backup when the sun's not enough. With one purchase, consumers can get a high-efficiency domestic hot water system and a high-efficiency space heating system that will more than pay for itself over time."

The Phoenix Solar incorporates a dedicated solar heat exchanger at the base of the unit for transferring heat from solar panels to the water in its 80- or 119-gallon storage tank. Made of 316L stainless steel, the corrosion-resistant tank requires no anode rods.

**ABOUT HTP:** Founded in 1974, HTP is a designer and manufacturer of advanced heating and hot water systems. Product categories include: modulating condensing commercial and residential high-efficiency boilers, indirect water heaters, high-efficiency gas-fired water heaters, solar hot water systems, and oil-fired and electric water heaters.



**ILLUSTRATION SHOWS LOCATION OF SOLAR HEAT EXCHANGER (BOTTOM) AND BACKUP HEAT EXCHANGER (TOP) IN THE NEW PHOENIX SOLAR.**

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**Phoenix Solar Water Heater — Reader Favorite, add two**

The company is a member of the Hydronics Product Section of the Air-Conditioning and Refrigeration Institute, as well as an active member of the Hydronics Industry Alliance. The latter is a coalition of manufacturers working to increase industry and consumer awareness of the latest technological advances in home heating comfort.

**For more information**, visit HTP at [www.htproducts.com](http://www.htproducts.com). Or call toll-free: 800-323-9651 (508-763-8071 if calling from Massachusetts).

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**Other Editorial Honors Won by the Phoenix Water Heater**

- **Building Products:** *2007 Top 100 Products Award* — The Phoenix finished No. 17 in leads generated for this magazine.
- **Professional Builder:** *2007 100 Best New Products Award* — Won by the Phoenix Solar Water Heater
- **Commercial Building Products:** *2007 Product Of The Year, Green Products Category, Gold Medal Award* — The Phoenix Solar was recognized as the top green product by readers of this journal.
- **Qualified Remodeler:** *The Remodelers' Choice 100 Products 2008* — The Phoenix Solar finished No. 25.

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