

PRO LEAGUE PARTNER SPOTLIGHT



Solving High-Capacity Home Hot Water Challenges with the EXR, by Blaze Air

COMPANY OVERVIEW

With more than 20 years of plumbing and water heater experience, Blaze Air's Trades Manager, Luis Uriostegui, has installed and serviced virtually every type of residential water heating system. As customer expectations grew and homes required greater hot water capacity, Luis sought a solution that could deliver exceptional performance, reduce callbacks, and make installation straightforward for his technicians.

CHALLENGES

Homeowners wanted consistent hot water, while contractors needed a solution that was easy to install, reliable, and differentiating. In 2025, the company faced several issues:

- Code changes restricting 80-gallon electric heaters
- High-usage households (often 5+ people)
- Limited space for larger traditional tanks
- Cold winters

SOLUTIONS

Blaze Air adopted the Essency EXR, a patented "On-Demand Tank" water-heating system designed for fast recovery, reliability, and easy installation.

- Fast, simple installation with top-side connections and 2 sets of built-in handles
- Lightweight (~100 lbs) for easier attic and tight-space installs
- Slim, modern form factor ideal for closets, attics, and garages



It's the wave of the future for electric water heaters."
– Luis Uriostegui, Trades Manager of Blaze Air.

RESULTS

- Improved Customer Satisfaction
 - Less running out of hot water
 - Appreciation for smart-app features
 - Admiration of the EXR's sleek, modern look
- Greater Installer Efficiency
 - Ease of handling
 - Faster setup

"Even when we're not the cheapest quote, homeowners choose us because we're offering something they didn't even know existed."

– Luis Uriostegui, Trades Manager of Blaze Air.

CONCLUSION

By solving the homeowner's ongoing hot water shortage with a single Essency EXR, Blaze Air transformed a frustrating daily problem into a dependable, long-term solution. The ability to deliver abundant hot water, exceptional durability, and homeowner confidence allows Blaze Air to win projects based on performance and value.



Call To Learn More!
(888) 229 - 6285



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