



26 August 2014

To whom it may concern.

This letter is to inform you that the Edwards brand name will cease to be used from this date forward in all international markets.

The Edwards brand has been part of the Rheem Australia group of companies for the past ten years. The group has taken the decision to rationalise its brand offering therefore will be withdrawing Edwards from all markets and replacing it with Rheem.

The group will continue to support the product within all international markets under the brand name of Rheem Australia. The localised marketing may vary slightly to incorporate both the Rheem and Edwards brand names while the market becomes accustomed to the new branding.

Rheem is a global leader in hot water systems and this change in brand will enhance the position of our former Edwards distributors.

It should be noted that the solar hot water system supplied through our distribution partners will be the same product that was supplied by Edwards. There is no difference in the quality of the product or the associated warranty.

Warranty of the existing Edwards solar systems will be honoured for the duration of the warranty period.

Many thanks for your support I sincerely wish that you continue supporting the high quality and reliability of the product that has become an international household name through the new branding of Rheem.

Yours sincerely,

Robert Frazer
General Manager International

