

Primal Elements, Inc.
Belmont Shores, California



Primal Elements' Tank Heater Was Washed Up

MODEL C85i TANKLESS WATER HEATER

Primal Elements, Inc., began in 1993 as a retail store in Belmont Shores, CA. Their initial company launched loaf soap that was cut by the inch to be sold to customers. Faith Freeman, CEO, realized soaps and candles could become much more creative in design, and she implemented a wider assortment of colors, patterns and scents for both the soap and candle product line. Freeman's designs were a huge success and jump started her move to the manufacturing side. She was able to establish a wholesale business and began selling to retailers. Primal Elements quickly went global. The company is now headquartered in a 40,000 square foot facility in Huntington Beach, CA.

...saved Primal Elements "thousands of dollars per month in energy costs," according to Curtis Allen, Primal Elements Director of Operations

Using custom made vessels to melt the soap base, Primal Elements found that their boiler was not able to hold the needed temperature at spec for the manufacturing process. This caused increased inefficiency and high operation costs. As a result, Primal Elements replaced the boiler with four, C85i model, Rinnai Tankless Water Heater units. The installation of the Rinnai tankless units has since saved Primal Elements "thousands of dollars per month in energy costs," according to Curtis Allen, Primal Elements Director of Operations.

Why Rinnai?

The heating system at Primal Elements often needed repair causing excessive operational costs. Concerned about the inefficiency of their boiler, Allen started looking for a superior option. "After research and assistance from the Rinnai representative, we decided Rinnai would be a good fit for us,"

stated Allen. "We liked Rinnai's reliability and ability to adapt to the manufacturing specs. We were also impressed with how our Rinnai representative assisted us in the new technology and the follow-up after."

Return on Investment

The installation of the Rinnai tankless units at the Primal Elements facility have provided substantial energy cost savings, lowered extreme maintenance responsibilities and diminished added expenditures. With thousands of dollars per month saved in energy costs, the Rinnai units have proven to be a welcomed change.

"Our former heating system was down once a month during the winter months," stated Allen. "Since the units were installed, they have proven to be more efficient and reliable in operations."

Project Summary

After consistent problems with their boiler resulting in high energy costs and inefficiency, Primal Elements replaced the traditional boiler with four, C85i model, Rinnai Tankless Water Heaters. In comparison to the previously used boiler, the Rinnai tankless units have proven to surpass water temperature maintenance at specs needed for the production process. In addition, the energy savings have been unparalleled. As a result, Rinnai's reliability and low maintenance have made Primal Elements an extremely satisfied customer.



MODEL C85i TANKLESS WATER HEATER

THE RINNAI ADVANTAGE

- Continuous Hot Water Delivered up to 8.5 GPM
- Digital Control for Consistent Temperature
- Energy Efficient up to .84 EF (Propane)
- Wall-Mount Compact Design for Increased Space-Savings
- Flexible options for Interior or Exterior Installation

Rinnai's innovative tankless technology offers an endless supply of hot water through multiple outlets simultaneously. No matter what your hot water requirements are, the Rinnai can be configured to handle the job. Call or E-mail us with your application.



Rinnai is continually updating and improving products; therefore, specifications are subject to change without prior notice. Local, state, provincial and federal codes must be adhered to prior to and upon installation.

MODEL C85i

FEATURES

- Interior Installation
- No Pilot Light - Direct Electronic Ignition
- Available for either Natural Gas or Propane
- Certified to ANSI Z21.10.3 Standard by CSA International (formerly AGA Laboratories)
- 98 to 185°F Settings
- Digital Display for Precise Temperature Control and Diagnostics

CABINET

- Heavy Gauge, Textured, Gray Powder Coated Cabinet

VENTING

- Interior - Direct Vent

WARRANTY

- Exceptional 5-Year Limited Warranty On The Heat Exchanger
- 5-Year Limited Warranty On All Other Parts

Interior Commercial Model

	C85i
Appliance Type	Temperature Controlled Continuous Flow Gas Hot Water Heater
Dimensions	14" W x 23" H x 10" D
Weight	49 lbs
Maximum/Minimum Gas Rate (Input BTU's)	180,000/15,000
Hot Water Capacity Range	0.6 to 8.5 GPM
Gas Type	Natural Gas (NG) or Propane (LP)
Energy Factor	.80 NG / .84 LP
Thermal Efficiency	84% NG/89% LP
Temperature Range (Min - Max)	98° F - 185° F
Standard Digital Controller	MC-91-1, Optional MCT100V or BC-100V
Operation	With or without controller
Connections	Gas Supply 3/4" MNPT Cold Water Inlet 3/4" MNPT Hot Water Outlet 3/4" MNPT

CONTACT YOUR LOCAL AUTHORIZED DEALER

FOR MORE INFORMATION ON RINNAI PRODUCTS

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