

# Truma enchants North America

Truma is gaining foothold in the North American market with its new product: AquaGo™ a new generation of instant water heaters offering unprecedented water comfort in RVs, and Truma Combi™, forced air LP gas furnace with integrated water heating function.

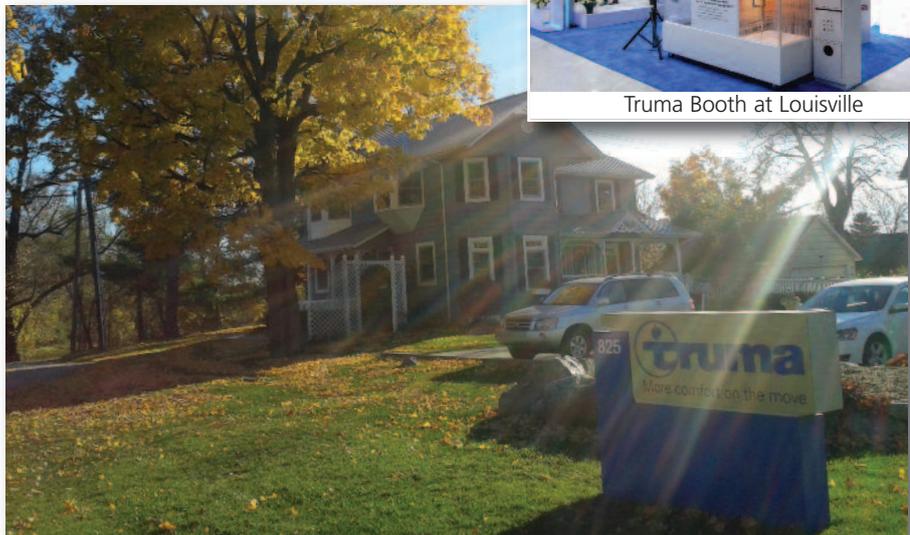
Words Andrea Cattaneo

With its office and warehouse in Elkhart, Truma is right in the heart of American RV business and close to important OEM customers. The company was founded in 1949 and named after U.S. President Harry S. Truman. Through the Marshall Plan for economic recovery following the end of World War II, President Truman made it possible for Germany to become industrialized. That's why in Truman's honor, the company founder Philipp Kreis called his business Truma. Kreis developed the first certified RV heater for Europe in 1961, paving the way for Truma's success story. Today, the family-owned company offers a wide range of products for heating, air conditioning, water systems, propane and power supply as well as maneuvering systems for travel trailers. In December 2014 Truma presented itself and its products at the National RV Trade Show in Louisville, Kentucky. The focus of the exhibition booth was a new product that Truma had specially designed to meet the requirements of the North American market:

the Truma AquaGo™. The Truma Combi heater, modified to the special needs and regulations of the US market, was also the subject of great interest at the exhibition because combined warm air and warm water devices are as yet unknown in North America.



Truma Booth at Louisville



## Truma AquaGo™

The Truma AquaGo™ supplies hot water reliably and constantly for showering, rinsing or hand washing in the RV. Is the most powerful water heater on the market and it is connected between the vehicle's fresh water supply and its hot water plumbing system.

It assures maximum energy efficiency as the appliance – unlike standard tank water heaters – only consumes LP gas when hot water is being tapped.

It runs on propane gas and uses an energy-efficient technology which contributes to saving propane and electricity. In addition, the burner switches off automatically when the faucet is closed to reduce LP gas consumption. The comfort and comfort plus versions can be operated even at temperatures of -4 °F without risk of freezing. It ensures constant water temperatures – and this even at low and high flow rates. A stepless burner control adjusts the heater output based on volume flow and inlet water temperature, thus holding a constant water temperature of approx. 120 °F. A temperature stabilizer minimizes outlet temperature

fluctuations. This patent pending technology allows for a pleasant and comfortable showering experience: no scalding, no temperature variations, no running out of hot water. A constant water temperature is maintained even when turning the water off and on. The Truma AquaGo™ is not only efficient and functional – it is also appealing in terms of design. As an option, the access door is ready to be painted in order to match vehicle graphics or colors without any preparation of the surface. With its compact dimensions the device can easily be installed in standard 6-gallon water heater cut-outs. By using an adapter mounting plate, it can also be fitted in 10, 12, and 16-gallon cut-outs. Additionally, maintenance is simple and intuitive. Before winter or extended storage, a distinctive valve mechanism specially developed by Truma simplifies the process of draining the product. Just press the "Easy Drain Lever" on the front side of the AquaGo™ – and the water lines are opened and the appliance completely drained. The lever serves as a chute and guides the water away from the

vehicle, thus preventing water stains on the exterior of the RV. Simultaneously the reusable, stainless steel filter cartridge is ejected and can be cleaned if necessary. The filter protects the device from dirt or scale particles in the plumbing system. The innovative device is manufactured at Truma's headquarters in Germany. High-tech testing equipment ensures a 100% quality control of every product and traceability of key components at the production line.



## Truma Combi™

Truma launches North America's first forced air LP gas furnace with integrated water heating function, the Truma Combi™. Thanks to its compact dimensions, energy-efficient technology and quiet operation, it has been the best-selling RV furnace in Europe and Australia for more than 20 years. The Truma Combi™ is available in four models: the eco and comfort version operate on propane and rated at 14,300 and 20,400 BTU/h thermal output respectively. The eco plus and comfort plus models include an electric option with three operating possibilities of: propane, electricity or both propane and electricity. The "plus" models are equipped with 1,700 W electrical heating elements at 120 VAC. In all modes, the furnace operates extremely quietly and maintains a constant, comfortable room temperature without variations. Three microprocessors provide intelligent temperature control in the device and ensure maximum safety. One processor controls performance while the other two monitor safety.



The Truma Combi™ is very compact and, at 35.1 lbs, the most light-weight heating system on the market. The remote cowl-kit requires a minimal wall cut-out diameter of 3.27" and provides flexibility in installation at different locations of the vehicle such as small storage spaces, closets, beneath beds or benches. Four air outlets on the heater and a special insulated duct system ensure optimal and uniform warm air distribution throughout the vehicle. The digital LCD control panel "Truma CP plus" offers great operating ease and ensures a pleasant climate in the vehicle. The near silent, variable speed fan can be set between four operating modes: "Eco", "High", "Boost" and the fan only "Vent" mode. The boost function heats up the RV 15% quicker ensuring a pleasant room climate in no time.

## The floor to Gerhard Hundsberger

Truma Corp executive team for the North American market is composed of Gerhard "Gary" Hundsberger as President; Elden Wood, Vice President Sales & Marketing; and Mark Howlett, Vice President of Business Development. Six employees are responsible for sales, marketing, service and business development.

Gerhard Hundsberger was born near Munich in Germany. After completing a Masters Degree in Business Administration, he was employed for five years with the American company Xerox, responsible for sales in southern Germany. Hundsberger first joined Truma in 2001 as Domestic and International Inside Sales Manager. From 2010 through 2012 he was Director of International Sales Services until being promoted as Head of Global Strategy, responsible for developing growth strategies in Asia and North America. As of 2013, Hundsberger also serves as President of Truma's new North American headquarters in Elkhart. We interviewed him.

### Mr Hundsberger, how is your feeling about the US market?

The US-RV market is doing very well. Since the financial crisis and the negative impacts to the RV industry in 2008, the market annually grew 10 to 15%. The annual new vehicle registration numbers has been increasing since the recovery from the crisis. There is still potential to grow, as this kind of vacation is very popular. Americans have easy access to many local, state and federal parks intended for camping with RVs. Generally speaking, they are passionate about spending time outdoors.

### How was the welcome to Truma AquaGo™ during the Louisville show?

We had a wonderful show in Louisville, and a great welcome from the market. A few months before the show, we introduced the

Truma AquaGo and Truma Combi to some manufacturers. They decided to use our products in their RVs and showed them to their dealers in Louisville. On our own booth we had a functioning AquaGo display which gave us the opportunity to demonstrate the superior performance of the AquaGo to a large number of dealers and manufacturers. And because business relations don't always have to be serious, we transformed our both one afternoon to a small German Christmas Market and served hot wine with ginger bread.

### Why this new product is so innovative compared to the normal water heaters?

Traditional boiler-tank water heaters are always limited to a certain amount of water. The most popular water heaters contain 6 or 10 gallons of water. This means that you have only about 4-7 minutes of continuous hot water at maximum flow for taking showers or washing dishes. You always have to remember to turn on your water heater before taking a shower. They are also less efficient because you heat up more water than you actually use, especially if you forget to turn off your water heater when it's not in use. Traditional water heaters also need regular maintenance like replacing the anode rod to prevent the boiler from corroding. The Truma AquaGo addresses all these issues and more. As an instant hot water system, the Truma AquaGo provides endless and most important constant 120 degrees hot water. You will never run out of hot water again and you can take showers in your RV like at home. With a variable burner capacity from 20,000 to 60,000 BTU it's the most powerful and most efficient water heater in the RV market. Its innovative and user friendly "easy drain lever" makes it very convenient to drain the system for winterizing the RV without requiring any tools like traditional water heaters. And the



Gerhard Hundsberger  
Truma Corp President

Comfort model with its optional recirculation pump, automatically protects the AquaGo from freezing. It also gives you control to keep the system temperature at a minimum of 100 degrees, which helps to get a faster response of hot water at your tap.

### Is the Combi heating system a product with good chances in the US market? Why?

The Truma Combi is an absolutely unique product for the North American RV market. It is the only LP powered, forced air furnace with an integrated water heater. So, 2 appliances in one system saves a lot of space and weight in your RV, compared to the space that a traditional furnace and water heater require. But even more important is the almost silent operation of the Truma Combi. Because of its 3 stage burner and variable fan speed, you could install the Truma Combi under your bed for example, and you would sleep very comfortable while barely hearing it operate. And with the Combi Plus you can operate the system with 2 energy sources, Propane and 110 VAC.