

85% OF AMERICA'S WATER IS HARD WATER.



SOFT WATER MAKES A DIFFERENCE YOU CAN SEE AND FEEL.



Hard water leaves spots and residue on glassware and dishes

Chances are, the water in your new home is hard, too. Contaminated with dissolved minerals – like calcium, magnesium, sulfur, iron, lead and limestone – that can dry your skin, age your appliances and increase your bills. To determine how hard your water is, ask your contractor to have it tested. Left

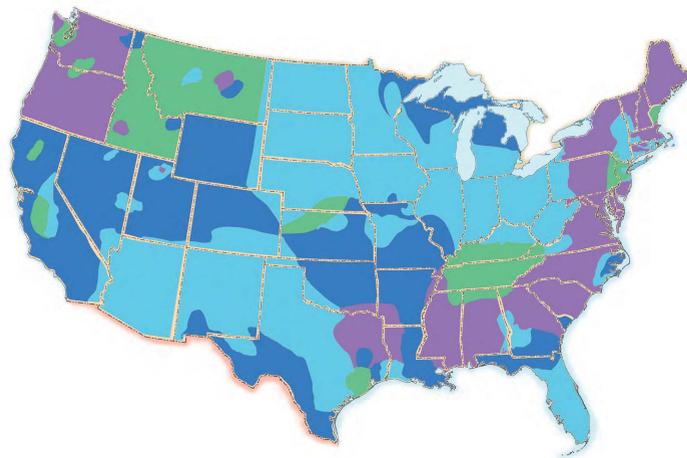
untreated, hard water can cause a series of costly problems:

- Scale buildup on faucets and fixtures
- Clogged plumbing in appliances
- Reduced efficiency and increased maintenance costs
- Greater usage of soaps and shampoos
- More time spent scrubbing and cleaning



Scale buildup can become a costly problem over time

WATER HARDNESS THROUGHOUT THE UNITED STATES



- Slightly hard water (1-3.5 grains per gallon)
- Moderately hard water (3.5-7 grains per gallon)
- Hard water (7-10.5 grains per gallon)
- Very hard water (10.5+ grains per gallon)

gpg = grains per gallon

Source: Water Quality Association

Bathing will be more pleasurable.

Soaps and shampoos will lather better, rinse more thoroughly and clean more completely. Your hair and skin will feel cleaner, softer and less dry.

Fact: With soft water, skin and hair can be rinsed more completely, making hair look shinier and skin, cleaner.

- Water Quality Association

Appliances will last longer.

Without the scale buildup of hard water, washing machines, dishwashers, water heaters, humidifiers and plumbing systems can last up to 30% longer.

Fact: As little as 1/8^y of scale in a water heater adds 20% to the fuel costs.

- US Bureau of Standards

Your home will be cleaner.

Clothes will be softer, cleaner, whiter and brighter. Dishes will be spot free. And there will be no mineral deposits to clean off sinks, showers, tubs and toilets.

Fact: The average person cleaning the home spends more than 6 hours a month cleaning water spots, streaks and scum alone.

- Ohio State University

Fact: The calcium and magnesium in hard water act on many soaps and detergents to reduce their sudsing and cleaning capabilities. The soapy residue they form can be abrasive and reduce the life of clothing.

- Water Quality Association



Fact: The life of clothing and textiles is prolonged up to 15% when washing in conditioned water.

- The School of Civil Engineering and the School of Consumer and Family Sciences, Purdue University

You'll save money.

With softened water, up to 70% less soap is needed for laundry, dishes, bathing and general household cleaning. You won't pay for extra rinse cycles and hot water. Clothes, towels and linens won't need to be replaced as often. And energy costs and maintenance bills will be lower. The end result? Soft water savings that can really add up.

Fact: Gas water heaters consume 30% more BTUs in hard water.

- New Mexico State University Research

Fact: Up to 20% spent at the grocery store is for cleaning, laundry, bathing and personal care products. This can represent over \$100/ month for an average family of four. These products must help to fight the impact of hard water.

- Orange County, California Consumer Survey



High-flow systems are the best choice for larger homes with more water-using devices



Our cost-effective, reliable solution



A twin-tank system offers soft water 24/7



A WATER SOFTENER WILL NOT ONLY MAKE YOUR HAIR, SKIN AND CLOTHES FEEL SOFTER; IT WILL PROTECT YOUR PIPES, EXTEND THE LIFE OF YOUR WATER-USING APPLIANCES, GET THINGS CLEANER AND SAVE YOU MONEY. LOTS OF MONEY.

BUILDING OR REMODELING A HOME?



DON'T FORGET TO BUILD IN THE SOFTNESS.