



# A CRYSTAL CLEAR GUIDE TO WATER SOFTENERS

## *What are the benefits?*

There are so many good reasons to having a water softener.

### ***Saves money.***

On average you will save on a 50% reduction in soap, detergent and shampoo usage. Hard water makes it difficult to get a good lather so more soap is required.

### ***A sparkling, 'cleaner' home.***

The time spent cleaning up after hard water will dramatically reduce. Matt and discoloured baths and sinks will gradually regain their original lustre and the scale around taps and shower roses will completely dissolve away.

### ***Heating bills can fall.***

An 1/8th of an inch of scale in a heating system can equal a 15% loss in efficiency. This can increase to 70% with a 1/2" inch build up. Softened water will dissolve the build up of rock in pipes and hot water cylinders.

### ***Your domestic appliances will last longer.***

From the moment soft water is used it will start eroding away hard water deposits in washing machines and dishwashers.

### ***Can improve eczema and other dry skin conditions.***

The National Eczema Society now recognises that softened water can be of benefit to eczema sufferers.

### ***You will luxuriate in your first bath after your softener has been fitted.***

### ***The softener does not become part of the plumbing system in your house.***

If you move house your softener can move too.

## ***Is installing a water softener really worthwhile?***

This is a question that passes through nearly everyone's mind when contemplating the purchase of a water softener.

There is no doubt that a water softener is an investment rather than an impulse purchase. Most prospective buyers have thought about buying a softener for years before they actually do so.

The cost savings with a water softener are a great deal more than is sometimes realised. You can usually expect to see a return of your initial investment in 4-5 years.

In the average family household one source of payback comes from savings on cleaning products.

This is closely followed by the extended life expectancy of household appliances and the reduction on fuel usage to power them.

Your sinks, taps, shower head and kettle tell you all you need to know. It's just as well you can't normally see inside your water pipes, boiler, dishwasher or washing machine but it doesn't take too much imagination.

Believe what is true - Love what is rare - Drink what is clear

ON TAP WATER TREATMENT **01458 274289** FILTRATION SPECIALISTS

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## *How does a water softener work?*

Calcium is the cause of hard water, take the calcium out and you have soft water. A water softener is a device which changes the nature of hard water by using ion exchange to remove the calcium.

In this ion exchange process the water softener directs the water through a small pressure vessel containing a bed of sodium charged resin beads.

As the water passes through the resin the calcium is attracted to the resin and the sodium ions are released. Once the resin is saturated with calcium the softener reverses the process. The calcium is replaced by the sodium and sent down the drain. The refreshed resin starts its work again.

This 'regeneration' process requires a periodic top up of salt in the brine tank.

The salt is used to 'clean' the calcium off the resin during regeneration and does not enter the water supply. A separate drinking supply which is not softened is provided to meet all water regulations.

## *Installation*

The softener is installed to interrupt supply after the stop tap. The use of modern plastic plumbing means that the unit can be quite remote from the stop tap if space is at a premium.

Softeners can be installed almost anywhere, there are even specially insulated cabinets available for an outside installation. Very few installations present a problem.

## *How much will it cost?*

Water softeners are not the expensive luxury items they were once thought to be.

A new softener fully installed and commissioned will cost between £700 to £1200 depending on the size of your household, the hardness of your water etc.

Compare that with the replacement costs for washing machines, boilers, dishwashers and immersion heater tanks.

If this price is not within your budget please talk to us. We always have a varied range of good quality reconditioned machines with a one year warranty.

Ask us what we have in stock.

You may wish to rent a softener with the option to buy after 1 year. Prices vary so please ask us for prices and terms.

## *The next step?*

Phone us for a survey. This is a free service and you are under no obligation to buy.

An engineer will carry out this survey. He will discuss the logistics of your installation, negotiate an individual price and answer any questions you may have.

Our many years in the water treatment business mean that you can expect a professional service and excellent after care.

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