

The Problem...

- ◆ The copper cylinder scales up making it work harder and it becomes less efficient.
- ◆ Shower head scales up, sending water in all directions and then reduces flow to a trickle.
- ◆ Shower door & drainer becomes covered in lime mineral deposits.
- ◆ Lime scale deposits forms on taps & sanitary ware.
- ◆ Scum is left on surfaces after water is drained away. This quickly forms a scum around the edge of the bath and sink.
- ◆ You use twice as much soap, shampoo and washing powders, etc.
- ◆ Descalers are needed to reduce lime scale on appliances



Where does hard water come from?

The minerals, calcium and magnesium (which make water hard) are picked up when soft rain water flows underground.

It is recommended under building regulations, that where the water hardness is above 200 particles per million (ppm), provision should be made to treat water fed into water heaters and the hot water circuit of combination boilers. This eliminates lime scale build up and increases energy efficiency of the appliances. Whilst this recommendation only applies to new houses / new boilers, the retrofit of a water softener to an existing installation will eliminate further build up and also break down any existing lime scale.



The Solution...

Fitting a Water Softener!

The idea behind a water softener is simple. The calcium and magnesium ions in the water are replaced with sodium ions.

Since sodium does not precipitate out in pipes or react badly with soap, both of the problems of hard water are eliminated.

Water Softeners come in a range of sizes both for under-sink and pump house installation and are available with both TIME and VOLUME initiated controllers.

What is hard water costing you?

	NO SOFTENER	WITH SOFTENER		
Amount spent in an Irish house each week on standard cleaning products	2 adults, 2 children, average Irish household	2 adults, 2 children	Saving	Annual Saving
Total	€14.36	€5.57	€8.79	€457.08
Washing Powder	€3.81	€1.91	€1.90	€98.80
Fabric Conditioner	€1.91	€0.91	€1.00	€52.00
Washing Up Liquid	€1.32	€0.62	€0.70	€36.40
Toilet Cleaners	€1.29	€0.11	€1.18	€61.36
Conditioner	€1.41	€0.63	€0.78	€40.56
Dishwasher Salt & Soap	€1.31	€0.63	€0.68	€35.36
Shampoo	€1.21	€0.51	€0.70	€36.40
Soap	€0.51	€0.25	€0.26	€13.52
De Scalers	€1.59	€0.12	€1.47	€76.44



Savings

€457.08* Total savings for 2 adults, 2 children, average Irish household.

+ 2 teenagers
Total savings for 2 adults, 2 teenagers, average Irish household
€799.89*

YES its true!

A 2mm build up of lime scale causes a 20% inefficiency in your heating system so, an average heating bill of €1500 per annum could save up to **€300*** by installing a water softener.

Installation of a water softener can give an average Irish household (2 adults & 2 teenagers) an annual saving of...

€1099.89*

Benefits of a Water Softener...

- ◆ Less soap and shampoo needed as these lather better with soft water.
- ◆ Hair becomes softer, shinier and easier to manage.
- ◆ Skin will feel silky, smooth and hydrated.
- ◆ No soap scum or mineral deposits will appear on sinks, showers, tubs and toilets. No more lime scale treatments needed for toilet bowls.
- ◆ Clothes come out softer, cleaner, whiter and brighter. Soft water increases the life of your clothing, towels and linens by 40%.
- ◆ Your dishes will clean easier and your glassware will sparkle like never before. No more salt needed for your dishwasher, turn the dial to '0'.
- ◆ Increase the useful life and efficiency of your hot water appliances by up to 50%, dishwasher, washing machines, showers, kettles, etc. This decreases your energy bills.

* Figures are based on approximate estimations and actual amounts will vary with each installation. Please dispose of this brochure in an appropriate manner.