



**“WHY DO I NEED A  
WATER SOFTENER?”**



**WE MAKE WATER GREAT!**



# “IS SOMETHING WRONG WITH MY WATER?”

## MOST WATER CONTAINS MORE THAN WATER.

Hard water is water that is contaminated with dissolved minerals – like calcium, magnesium, sulfur, iron, lead and limestone – that can have a negative impact on you, your household and your wallet. Depending on where you live, contaminants from sewage, industrial waste and agricultural run-off can also seep into your water supply.

## HARD WATER PRODUCES SCALE.

If there are stains or buildup on your sinks and bathtubs... if you have to use large amounts of soap to clean dishes or wash your hair... or if your water tastes or smells odd, you probably have hard water. If left untreated, the minerals in hard water will cause yellow stains on plumbing fixtures and be deposited as scale, eventually clogging plumbing and shortening the life of appliances like washing machines, water heaters and dishwashers. Scale deposits not only cut down on the efficiency of these appliances, they cost you money, increasing both energy and maintenance bills.

## WATER SOFTENERS ELIMINATE THE EFFECTS OF HARD WATER.

They “soften” the water by removing the calcium and magnesium found there, extending the useful life of water heaters, washing machines, dishwashers, coffeemakers, humidifiers and household plumbing systems by as much as 30%.

## A WATER SOFTENER IN YOUR HOME WILL:

- ✔ Improve the quality of your water
- ✔ Save money on energy costs and damage to your appliances
- ✔ Reduce the chemicals you discharge to the environment
- ✔ Helps dry and/or itchy skin

Water is considered the universal solvent. As it passes from liquid to vapor and back again to liquid in its natural cycle, water tends to dissolve everything it touches. In the air, water vapor can mix with sulfur from smokestacks, forming an acid which will eventually fall back to earth as rain, sleet, hail or snow. As water passes through the surface of the earth to the water tables below, it dissolves minerals and other substances it may encounter, including PCBs, bacteria, fertilizers and insecticides. Even after reaching a home, water can continue to dissolve such things as lead from the solder in plumbing pipes.



## WE MAKE WATER GREAT!



# “CAN I ACTUALLY FEEL A DIFFERENCE BETWEEN HARD AND SOFT WATER?”

**SOFT WATER MAKES A DIFFERENCE YOU CAN FEEL AND SEE, ALL OVER THE HOUSE.**

## **IN THE BATHROOM:**

Your soap and shampoo will lather better. Your hair and skin will feel noticeably cleaner, softer, and not as dry. And there will be no soap scum or mineral deposits to clean off sinks, showers, tubs and toilets.

## **IN THE LAUNDRY:**

Clothes will be softer, cleaner, whiter and brighter. Plus they will last longer. Using soft water and pure soap products increases the life of clothing, towels and linens up to 33%. Without hard water service issues, washing machines last longer too.

## **IN THE KITCHEN:**

Dishes will clean up more easily and be spot free, without the gray film glasses get when etched by mineral-laden water. Your hands will feel softer and look better.

## **THROUGHOUT THE HOUSE:**

Water-using appliances will last longer and run better. Why? Because hot water heaters, washing machines and dishwashers used with hard water can wear out 30% faster. Over time, soft water savings can really add up. For instance, conditioned water not only delivers greater washing power, it reduces the amount of soap you need to use by up to 70%. **In fact, soft water can reduce your cleaning bill by as much as 65%.** It can also eliminate extra rinse cycles and hot water. Using less detergent, household cleaners and chemicals is better for the environment. The bottom line? **Soft water can save you thousands of dollars.**

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# “HOW DOES A WATER SOFTENER WORK?”

## SOFTENING WATER IS A FOUR STEP PROCESS.

**1)** The body of a water softener is a tank filled with resin beads covered with sodium ions. As hard water passes through, the resin beads act like a magnet, attracting the calcium and magnesium ions (hardness) in exchange for the sodium ions.

**2)** Eventually the resin beads become saturated with mineral ions and have to be “recharged.” This process is called regeneration, and is conducted by the control valve on the top of the tank. The control valve is the brain of the system.

**3)** During regeneration, a strong brine solution is flushed through the resin tank, bathing the resin beads in a stream of sodium ions which replace the accumulated calcium and magnesium ions (hardness).

**4)** The brine solution, carrying the displaced calcium and magnesium ions, is then flushed down the drain by fresh water. The regenerated resin beads can be used again and again.

**FYI:** Hard water measures from 1 gpg to well in excess of 100 gpg. The Environmental Protection Agency recommends using water not exceeding 7 gpg.

Capacity is one of the first things you should look for in a water softener. **The average family uses 80 to 100 gallons of water per person per day.** That means a household of five requires 400 gallons of softened water daily. If your water has a hardness rating of 15 grains per gallon (gpg), for example, you would need to remove 6,000 grains per day (400 gallons x 15 grains). With a water softener that regenerates every 3 days, your minimum softener capacity would be 18,000 grains (6,000 grains x 3 days).



**WE MAKE WATER GREAT!**



# GLWS MAKES THE BEST

# WATER SOFTENERS!

Quality valves, structural tanks and the best medias on the market are what we use to make our softeners. By only using the best components available, we are able to custom build the best softeners. We have decades of water treatment experience behind us and use the knowledge we have gained and innovations we have made to assure the perfect solution to your problem.

If you are looking for safe, clean water for your family, farm or business; friendly, professional service and excellent value for your water treatment dollars, look no further than Great Lakes Water Solutions where we don't just ask for your business - we earn it. And as always...

## OUR MISSION STATEMENT

Research, design, and installation of water solutions to meet each customer's specific needs, using the latest and best water treatment technology, by people who know our most important product by far is a happy customer.

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