

Economic Benefits of Soft Water

Dissolved minerals in untreated, hard water entering your home create scale that makes water heaters and other water-using appliances work harder than necessary. Our water softeners and filtration systems treat your water at the entry point and deliver treated water to the entire house.

Did you know?

Soft water increases your water heater's efficiency by as much as 29% for gas and 22% for electric heaters.

In your bathrooms, soft water:

- Saves money by requiring fewer cleaning products.
- Saves time because everything is easier to clean.
- Prevents rust stains and dirty fixtures.

The American Laundry Institute states: "Washable items such as clothing, towels, and linens wear out 30% faster in raw water than in conditioned water."

In your laundry room, soft water:

- Means your clothes last longer and stay brighter.
- Makes bed linens and clothing softer.
- Eliminates rust stains.

"When soap is used, the minerals interact to form scum and curd which can cause yellowing or graying of clothes." — Frigidaire

In your kitchen, soft water:

- Reduces spotting on your dishes, flatware, glassware, countertops, and fixtures.

Did you know?

According to the American Water Works Association, hard water shortens the life expectancy of water-using appliances by the following amounts:

- Toilets: 70%
- Water Heaters: 60%
- Faucets: 40%
- Dish & Clothes Washers: 30%

Soft water saves money in the following ways:

- Your household will need less soap and fewer cleaning products.
- Your plumbing will last longer. (Hard water causes scale in your plumbing. Over time, your pipes gradually become smaller, reducing water flow and pressure. If you have a pump, it will work easier with soft water and reduce your electric bill.)
- Your hot water heater will last longer, and cost less to operate. At the end of a year, the energy savings can really add up.
- Water-using appliances will last longer; coffee pots, humidifiers, and hot tubs all benefit from soft water and the reduction of scale.

Did You Know?

A research program conducted by Ohio State University demonstrated that soft water saves one out of every three hours required to clean your home. Annualized, this saves you the equivalent of ten, eight hours days per year!

Oftentimes, you must personally experience soft water before you can be convinced of its benefits. When most people understand the effects of soft water in the home, they never want to go without it again.

If you think you might want to enjoy the benefits of soft water, give us a call. We promise: once you try it, you won't regret it!