



# **How you can save money by installing a water filtration system in your home.**

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Ontario Fire Water Air

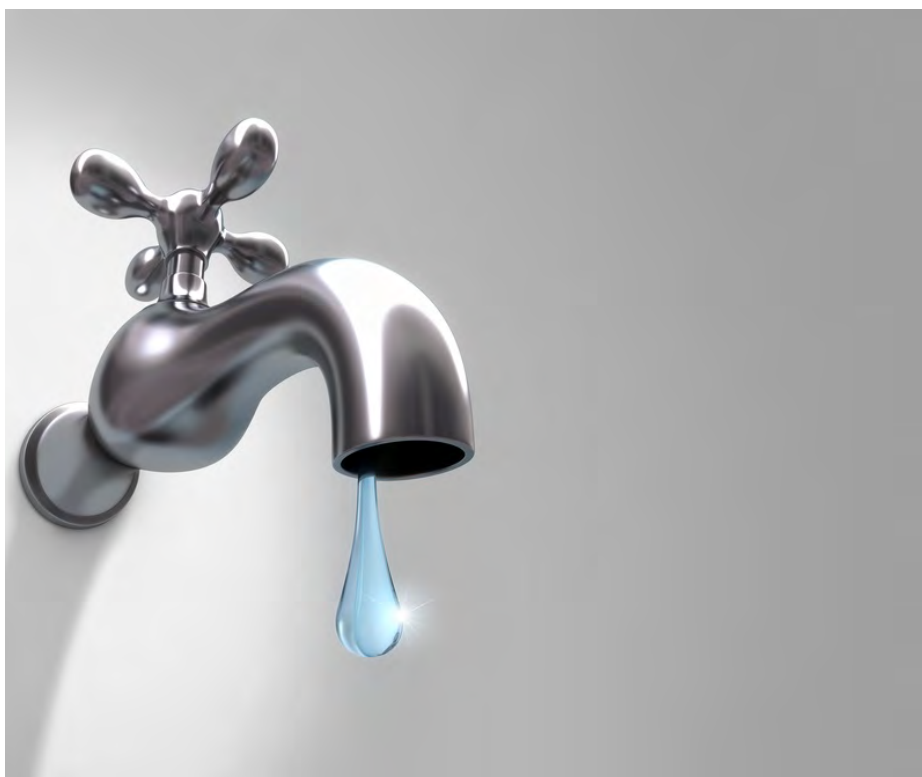
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## **Introduction**

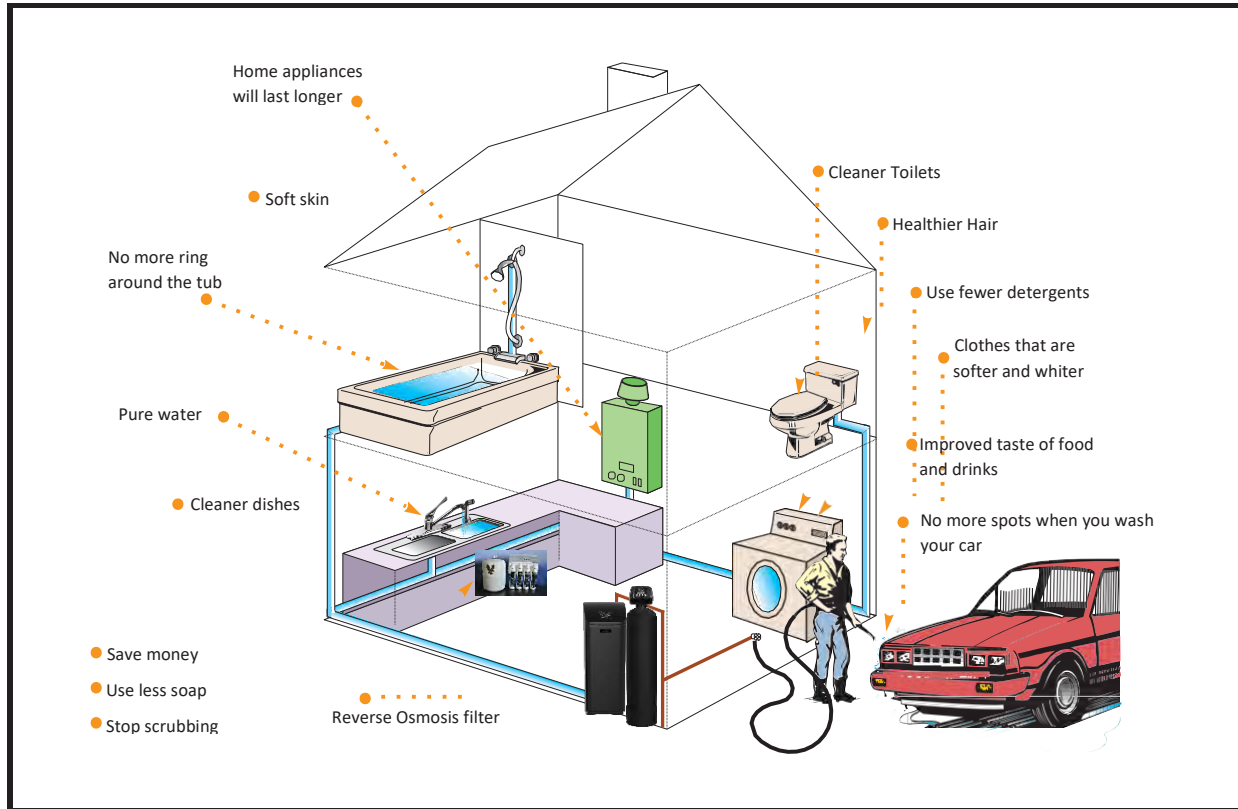
Thousands of households suffer from water problems that can easily be corrected, such as iron, sulfur (egg odor), acidity and coloured water (turbidity). According to a geological survey, hard water alone is present in over 85% of North American homes. Many of those affected do not realize that this problem can be easily treated with a water filtration system.

It is this “HARD WATER” that causes chemicals such as common household cleaners as well as many other home care products to work less effectively and thus create the need to use more than should actually be required to complete the job. Everything from standard floor cleaners, window cleaning products and toilet bowl cleaners work much less effectively with HARD WATER.

This eBook was designed to help you understand how you can save money by installing a water filtration system in your home or business. Please feel free to print the handy chart at the end of this eBook which will allow you to write down the savings that you will realize once you complete the installation of your water filtration system.



**The benefits of soft water around your home!**



By installing a water filtration system you can expect to save up to 75% off the following products:

- 1) Hair and skin products
- 2) Moisturizers and lotions
- 3) Clothes washing detergent and fabric softeners
- 4) Dishwasher detergent and rinse products
- 5) Plumbing and Appliance repairs as well as energy cost savings
- 6) Shaving blades and shaving creams and lotions
- 7) Bath products such as bubble bath and water additives
- 8) Household cleaners such as floor products and Window cleaners
- 9) Car cleaning products such as car wash products
- 10) Foods and Beverages

The benefits are numerous but shown below are some of the more easily recognizable and almost immediate benefits that you will begin to see and feel.



### **Hair and Skin Improvement**

Improving and in some cases, eliminating eczema and psoriasis. A water filtration system makes your skin soft and silky. This in turn reduces the use and need for lotions to soften your dry skin.

Who knew that one of the most valuable products you can use for your skin and health is a whole home water treatment system? According to recent scientific research, washing and bathing in filtered water is possibly even more important than drinking filtered water (although both are highly recommended).

With a water filtration system, shampoos will lather fully and rinse away cleanly, leaving your hair silky smooth instead of dry and brittle. You'll also notice how much less soap and detergent you'll use—because your water "works" so much better.



### **Eliminate deterioration to your clothing immediately**

Clothing, towels and linen deteriorate 15% faster with hard water. Use up to 4 times less detergent for washing your clothes. Your clothing will also smell better and feel better on your skin.

Not having a water filtration system is costing you money every month in deterioration to your washable clothing. The American Laundry Institute states, "Washable items such as clothing, towels and linens wear out 15% faster in raw tap water rather than in conditioned water." By treating your water your clothes will come out softer, whiter and brighter than they ever have before.



### **Dishes and glassware will sparkle**

Spot free rinse that will save you on costly dishwasher products such as jet dry and dishwashing detergents.

Your glasses, dishes and silverware come right out of the dishwasher sparkling clean! Wouldn't it be nice if all of the dishes, floors, walls, bath and everything in your home could be sparkling clean every day? Conditioned water will remove the soap scum and spots from your tableware, leaving a beautiful sparkling shine!



### **Plumbing and Appliances**

Large appliance brands like Whirlpool, Maytag, GE and more recommend using a water filtration system to soften your water to extend the life of their products. This will save you on costly repairs and increase the life of these major appliances and once again save you money.

Not having a Water Filtration system is costing you money every month in damage to your home's plumbing and appliances. According to appliance manufactures Speed Queen, Hotpoint and Kitchen Aid they state in their operation manuals that if you use treated filtered water they stand behind the promise that their appliances will last longer. This also applies to your water heater, which is a large user of energy in your home.



### **Hot Water Tank – save money on your electrical or gas bill**

Softer water also reduces and removes the chemical deposits that end up on the heating elements of your hot water heater and this will allow the unit to operate more efficiently and again save you money. Think about it the unit doesn't have to fight through those nasty chemical deposits to heat the hot water. Less build up on these elements allows for a more efficient heating process. HARD water used in many homes have minerals like calcium, lime, and iron. The presence of these minerals causes your water flow to decrease and can in turn cause other plumbing troubles such as more frequent clogging and scale deposits. The more you know about hard water and its effect on your plumbing and fixtures, the more you can do to prevent it.





### **Shaving Blades**

Because hard water tends to leave behind deposits and soap scum these deposits dull your razor blades faster due to the buildup left behind. Soft water from a water filtration system will reduce this usage dramatically and allow you to save money by extending the life of your razor blades. They will stay sharp longer and be able to be used for more shaves once again saving you money and cutting down the need to purchase razor blades by at least half of what you are currently using.



### **Bath products such as bubble bath and water additives**

Softer water in your bath tub and shower will reduce the amount of bubble bath used as the soft water reacts much better with these bath time additives. You will see the amount of bubbles you will get from the softer water right before your eyes. Conditioned water will leave your skin baby soft after bathing and will transform your bath or shower into a luxurious experience by leaving your skin extremely soft and most importantly clean! This will greatly eliminate the use of expensive hand lotions and moisturizers!



### **Household Cleaners**

This will be one of the largest areas of savings you will realize as the chemicals in these household cleaners are finally permitted to do the job they were designed to do. You see with HARD WATER the chemicals are struggling to perform at their full potential and thus you need to use more of the chemical to get the same results as you would expect with SOFTER WATER. Almost immediately you will see the savings end up in your pocket rather than being washed down the drain. Treated filtered water will make your life much easier by cutting the time required to clean your home by one third! Hard to clean items such as bathtubs, shower stalls and toilet bowls clean with just a light wipe instead of scrubbing. A research program conducted by Ohio State University showed that treated water saves one out of three hours required to clean your home. On an annual basis this results in saving you the equivalent of ten eight-hour days!



### **Car Cleaning Products**

Eliminate the spots left behind when you wash your car with SOFT WATER from your whole home water filtration system. You will realize a beautiful drip dry spot free rinse on your car right at home. This is why all commercial car washes use a water filtration system to provide you with a beautifully shiny car and now you can have this right on your own driveway. Think about the money that this will save you on a monthly basis not to mention the time as well. With a water filtration system installed in your home you can virtually air dry your car spot free right on your driveway!



### **Food and Beverages**

A water filtration system will also improve the taste of your tap water as well as many other foods and beverages. Ice cubes will be crystal clear, soups will taste better and vegetables will be fresh and crunchy. Pastas and sauces will also taste better and your family and friends will talk about how great everything tastes. When fruits and vegetables are heated (cooked) in water, the amount of calcium ions in the water will influence the properties of the food products. For example, calcium ions may form insoluble salts that are beneficial for maintaining firmness in cooked fruits and vegetables. However, if there is an excessive amount of calcium ions in the water, the fruits and vegetables may become tough and foods such as dried beans and dried peas will be difficult to rehydrate when cooked. Think about the food being wasted and how you can again save money by installing a water filtration system.

## Summary

The single largest expense to your cleaning and health care budget will be the causes and effects of HARD WATER. Water is a universal solvent, meaning that anything it comes into contact with it will dilute. This is true for all water based products and as such when you soften the water in your home you cause the detergents that you add to your clothes washing machine and you dishwasher to work harder while using less product. This is where the savings comes in. YOU WILL USE MUCH LESS OF THE CLEANING PRODUCT OR DETERGENT and it will give you the same results. The chemicals need to work in doing what they are designed to do and that is remove the dirt and grime from the clothing or surface they are attached to. This is most effective with the use of soft or conditioned water.



Shown below is a Savings Analysis chart you can use to calculate the savings you will realize by installing a water filtration system in your home or business. We encourage you to have some more discussion around this money saving idea with you family, friends or significant other and then think about having a complimentary in home water evaluation completed by a reputable water treatment company in your area. Thank you for downloading this important eBook and taking the time to read through this information.

# Savings Analysis

Water Jugs	\$_____ a month
Water bottles/Coffee/Tea	\$_____ a month
Laundry Soap (Tide/Gain/Woolite/Bleach/Stain Remover)	\$_____ a month
Fabric Softener (Downey/Snuggle/Bounce Sheets)	\$_____ a month
Dish Soaps (Dawn/Sunlight/Palmolive)	\$_____ a month
Dishwasher Compounds	\$_____ a month
Rinse Agents	\$_____ a month
Window Cleaners (Windex/Vinegar/Other)	\$_____ a month
Shampoo (kids/Spouse/Pets/Dandruff)	\$_____ a month
Conditioner	\$_____ a month
Facial Cleanser	\$_____ a month
Soaps (Bar/Pump/Body Wash/Bubble Bath)	\$_____ a month
Hand Cream / Body Lotion (Face/Feet/Medicated)	\$_____ a month
Razor Blades/Shaving Cream	\$_____ a month
Miscl. (Toilet Cleaner/All purpose Cleaner/Tub/Tile/Floor)	\$_____ a month
 MONTHLY TOTAL	 \$_____ a month

\$_____ 75% savings
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