

# BE A SOFTIE!

## Embrace a healthy soft water lifestyle

Our area of the country suffers from some of the UK's hardest and most damaging limescale-causing water. It's bad for your health, your pocket and the environment .

Our cost-effective, soft water solutions provide multiple health benefits, protect your money and help reduce your carbon footprint.

Living in the south of England has plenty of advantages. But one area where geography definitely lets the side down is the mains water supply - hard water to be precise.

Water companies treat water, so that it's safe to drink. But they don't soften it.

As a result, you, your family and the very fabric of your home itself are at the mercy of hard water and its detrimental effects on health and household appliances.



# Why is your water hard?

It's nature at work. Rainfall produces soft water. The problem is, when it reaches the soil – predominantly a mixture of clay, chalk and limestone – it changes dramatically. The soil is full of calcium and magnesium minerals, which have the effect of turning naturally soft water hard.

And the area in which you live, that could mean exceptionally hard water.

Water hardness is measured by a rating of parts per million (ppm). ppm equates to one part mineral for every million parts of water. The higher the ppm rating, the harder the water. Any reading over 200 ppm is considered hard and most parts of the south of England register at well above 250ppm.

**Which means unless you opt for a water softener, you're stuck with hard water!**

## Did you know...

Building Regulations' guidance is that in areas where the water hardness exceeds 200ppm, provision should be made to treat the mains water that feeds household heaters and boilers, to combat limescale build-up and reduced energy efficiency.

This advice is restricted to new houses or where a new boiler has been fitted.

We don't believe these recommendations go far enough. All homes, regardless of age or condition, deserve protection from the damage that hard water causes.



## The many benefits that soft water provides:

- Silky soft healthy-looking skin and hair
- Longer lasting appliances and pipework
- Fluffy, vibrant laundry
- An end to dry skin conditions, including eczema and dermatitis
- No more removing limescale
- Lower monthly utility bills
- Less energy use – great for the environment
- Baths that stay bubbly
- Great for cooking, safe to drink
- Even a better tasting cuppa
- Plus, a home that forever retains its sparkle



## Hard water is a wash out!

Shower your bathroom in soft water

### With hard water...

- Showerheads scale up, dispersing water in all directions, eventually reducing flow to a trickle
- Shower doors covered in unsightly staining
- Scale deposits form on and around taps

### With softened water...

- Shower heads perform like they should, spraying powerfully and evenly
- No unsightly spot marks. An occasional wipe over is all it takes to keep clean
- An end to crusty limescale on taps. After a quick wipe, they'll sparkle back at you!

## Kitchens come into their own



### With hard water...

- Soap scum collects around sinks and on surfaces, like draining boards. Once the water has drained away, you're left with a scum residue.
- No matter how much you clean, the scale will keep coming back.

### With softened water...

- No such leftover spotting and unsightly marks. Just a pristine, shiny surface requiring just an occasional wipe.
- And it's great for using in food preparation.

## Around the rest of the home

### With hard water...

- You'll use twice as much washing powder and conditioners. A spoonful of powder is all it takes with soft water on your side!
- De-scalers and dishwasher salt are constantly required to keep the impact of hard water at bay.

### With softened water...

- Save on cleaning products and elbow grease! A water softener makes it all so easy – and far less expensive. By as much as 50%!
- Less hassle, more time to do what you want to do!



# The enemy from within!

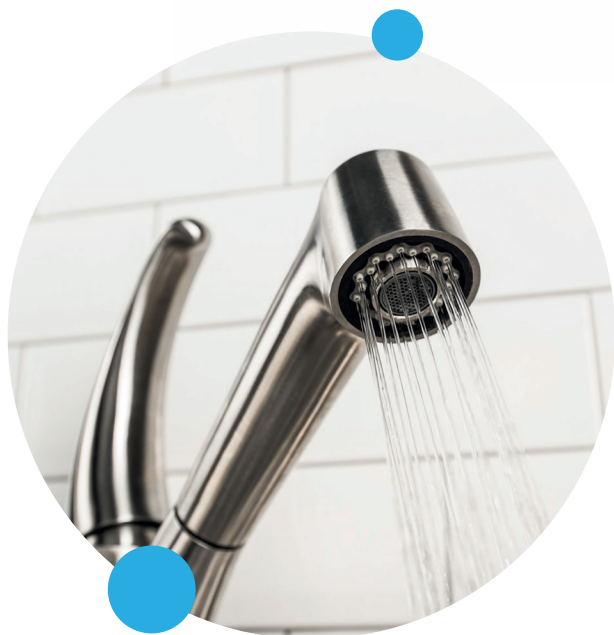
Heaters, boilers and pipework  
hate hard water!

Copper cylinder scales up – working  
ever harder and becoming less  
efficient.

Check out this modern condensing boiler's  
heat exchanger – the scale build up is  
dramatically reducing boiler efficiency and hot  
water flow.

Around 6mm of scale in a copper cylinder will  
increase your heating requirements by as  
much as 50%. Result – skyrocketing heating  
bills.

The constant downgrading of appliances can  
be prevented with a soft water system  
installed in your home.



For constantly scale  
free pipework, all you need  
is softened water running  
through your system...

Soft water won't just prevent limescale  
build-up – it will also dissolve any existing  
residue that's collected.

Did you realise that you'r A rated boiler will be relegated to a B rated  
boiler in between 3 and 6 months – if you continue to use hard water.

# How does a water softener work?

Connected to your mains water supply, water softeners use the process of “ion exchange” to remove hard water producing calcium and magnesium minerals.

Our softeners are filled with food-grade resin beads that are dosed with sodium ions.

As water passes through the tanks, the resin beads attract and hold on to the magnesium and calcium minerals and “exchange” the sodium ions. This process makes the water soft.

Depending on your water usage, the softener will need to “regenerate” - flushing off the magnesium and calcium ions on the resin beads. Integrated metering systems tell the softener when to regenerate, so there’s no need to do a thing.

All water softeners need salt to assist with the regeneration process, helping to wash off the calcium and magnesium ions from the resin beads. That’s why you’ll need to replenish the salt when it gets low.

## Introducing Scott Jenkins Water Softeners

Established in 2012, we are a hard-working, friendly, family-led business. Operating throughout London and the Home Counties, especially West and East Sussex, Hampshire, Surrey and Kent, we believe passionately in delivering a **RELIABLE, KNOWLEDGEABLE AND CUSTOMER-FOCUSSED SERVICE.**

With more than a decade as Checkatrade Members, see for yourself what our customers are saying about us. We value our reputation and work tirelessly to produce first class results – with minimum fuss and maximum efficiency.

**We know all about hard water – that’s why we’ve made it our business to be soft water experts**

### What you can expect from a Scott Jenkins Water Softener

- Sublime soft water – 24/7
- World-class brands – to match your budget
- A ‘fit and forget’ service – just top up with salt
- Choice of smart and non-electric options
- Operate with block or tablet salt
- No messing around with timers and dials
- Proven reliability

**And 10-year warranties – for ultimate peace of mind**

## Where will my water softener go?

Nine times out of ten, under the kitchen sink.  
But don't worry. If there isn't room, we can install in your garage, loft, or in alternative cupboard space – even outside, if necessary.

How long should my water softener last?  
– **10 years**

How long will it take to pay for itself? –  
**no more than 5 years**

Savour greatly reduced  
fuel and energy bills,  
Benefit from appliances  
that enjoy long and  
happy lives.

Celebrate far less outlay on soaps,  
shampoos, detergents and household  
cleaning products.



## Our services

- Water Softener Supply and Installation
- Drinking Water Filtration Systems
- Salt and Filter Replacements
- Upgrades
- Part Exchange
- Servicing and Repairs on all makes and models (you don't need to be an existing customer)

***The best  
aftercare  
guaranteed***



## Customer quotations

### One visit – and one visit only – is all it takes!

We only need to attend your home once to install your new water softener.

Save on pre-inspection visits and surveys

Everything can be arranged on delivery day – for your maximum convenience

We carry all the equipment we could possibly need in the van – saving you any unnecessary time and expense



*Sign up for our  
low-cost, fixed price  
annual servicing and  
all your salt, filters  
and maintenance is  
sorted – for good!*



**IT'S NOT A HARD DECISION TO BE A SOFTIE.  
SIMPLY GET IN TOUCH AND WE'LL TAKE CARE OF THE REST!**



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