

For You and Planet Blue.



Luxury Water[®]

www.luxurywater.co.uk

HARD WATER - NATURALLY

Rainwater is naturally 'soft', and only becomes 'hard' as it passes through layers of limestone and chalk while filtering down to the natural water table.

During this journey, the water absorbs natural minerals which gives it its distinctive taste. Some minerals, such as calcium and magnesium, also create the water's hard characteristics, and the more of these minerals that are absorbed, the harder the water will become.

The effects of hard water can be seen all around your home; limescale deposits in the kitchen and bathroom can damage delicate surfaces

and leave unsightly marks on glass, ceramics and bright surfaces.

Your appliances and central heating system can suffer too – even a small amount of scale can reduce their efficiency and life expectancy.

Because hard water requires the use of more soap, detergent and shampoo in comparison to soft water, it can also affect the way you look and feel. Your clothes can be more difficult to rinse, while small deposits of scum can make fabrics feel coarse and harsh to the touch, your hair appear dull and your skin feel dry.

LUXURIOUS WATER

Luxury water from BWT offers a real difference that you can feel. Softened water brings a touch of luxury into your home, whether you choose to enjoy a revitalising shower or a hot, soothing bath, the richer lather and the softer suds created can help ease away the stresses of the day. Skin is left softer, smoother and feeling more replenished, whilst hair takes on a new shine.

Luxury water also brings a new found softness to your laundry.

Soaps and detergents rinse out more easily, leaving clothes more cuddly, fluffier and softer to touch; a benefit the whole family can enjoy throughout the day, and you use much less detergent too!



HARD WATER



SOFT WATER



HARD WATER



SOFT WATER

Time saving Money saving Bathroom bliss Protection Time saving



Europe's No. 1 in Water Technology

SOFTENED WATER IS EXCELLENT FOR YOUR COMPLEXION, SKIN AND HAIR.



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THE LUXURY OF TIME

Hard water makes cleaning around the home more difficult. It deposits unsightly scale and combines with soap to produce hard to remove scum that clings to baths, basins, tiles and taps, dulling surfaces and reducing the value of your home.



BANISH LIMESCALE

Tough on scale and scum, BWT luxury water will help keep your bathroom suite, shower and kitchen sparkling clean. Cleaning becomes easier, faster and much less of a chore. Shiny surfaces, bright chrome and ceramics in kitchens and bathrooms can be cleaned quickly with less scrubbing needed, eliminating the need for harsh chemical cleaners or expensive limescale removers.

With no limescale to mark, stain or permanently damage your expensive fittings, surfaces and appliances, luxury water helps maintain that **'New Look'**, protecting and prolonging the investment you have made in your home.



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Europe's No. 1 in Water Technology

LESS TIME SPENT CLEANING SINKS AND BATHS, SURFACES SPARKLE LIKE NEW.



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LONGER LIFE

Just 6mm of scale can reduce the efficiency of a typical heating system by up to 38%. Scale can also reduce the life of appliances like your washing machine, dishwasher and iron.

ENERGY SAVING

You will be amazed at the difference luxury water can make to your pocket and the environment. Whether you are washing clothes, bathing, showering or cleaning your home, softened water can help. Lathering more easily, you'll use less soap, less detergent and less conditioner than you normally would with hard water, protecting your clothes and reducing your monthly shopping bill.

Luxury water can help by preventing new scale forming and reducing existing scale, saving you money on energy and repair bills. Softened water can also help to protect and prolong the life

The effects of hard water can also increase the amount you spend on soap, shampoo and detergents by up to 50%.

expectancy of domestic appliances like your washing machine, dishwasher and iron without the need for water softening tablets, powder or gel. Government statistics show that scale deposits reduce the efficiency of central heating systems, meaning boilers have to work harder and in turn, use more fuel.

With less wasted energy and cleaning products required, fewer chemicals are destined for the drain, and with less bottles consigned to landfill, luxury water can also be a positive step in not only protecting your home, but the environment too.



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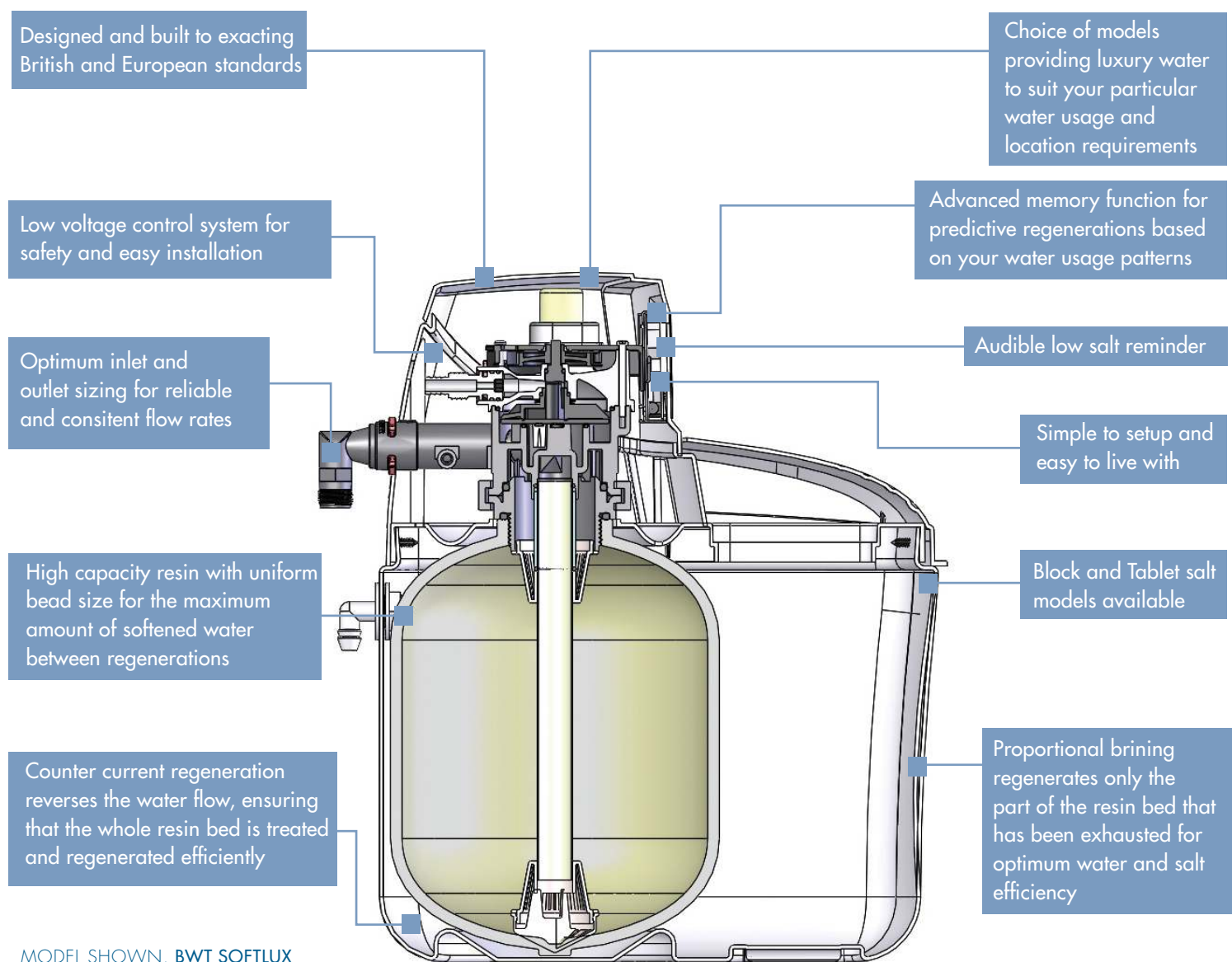


Europe's No. 1 in Water Technology

HOW A WATER SOFTENER WORKS

- A water softener works by passing hard water through a cylinder containing ion exchange resin.
- The resin consists of tiny beads that attract and retain the hardness minerals, allowing the now softened water into your household water supply.
- Periodically, these resin beads are automatically cleaned and regenerated by rinsing with a small amount of brine (a salt solution).
- All this takes place automatically, all that remains for you to do is occasionally top up with salt.

BWT WATER SOFTENERS - ALL WITH UNIQUE @ HOME WARRANTIES, FOR CONVENIENT PIECE OF MIND



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Frequently Asked Questions

Q. How long does it take to install a BWT Luxury Water[®] softener?

A. Typically about half a day depending on the local conditions.

Q. Are they expensive to run?

A. No, not at all. They typically use just a few pence of electricity per day and requires salt for the regeneration process.

Q. How much salt will I use?

A. It will vary depending on your local water hardness but with BWT's unique proportional brining system your Luxury Water[®] softener will optimise both water and salt usage. Typically a 25kg bag of salt will last about 5 weeks.

Q. Can I drink softened water?

A. You can but we would suggest fitting a BWT filtered drinking water kit on to your cold water feed prior to your new BWT softener installation, providing you with fresh tasting water straight from the tap. Whilst softened water is safe to drink for most people it is not suitable for babies and people on a sodium controlled diet.

Q. What is the free commissioning?

A. Once your water softener has been installed, we will send out a BWT commissioning engineer who will check it is set and working at the optimal level for you and your home.

Q. What is the warranty period?

A. Your new BWT softener will come with a 5 year parts and 2 year labour @home warranty for complete peace of mind.

Q. Does the warranty cover the installation?

A. No, any installation work should be treated separately and will be the responsibility of the Installer.

Contact

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