

BWT UK

Benefits of a Water Softener

2016

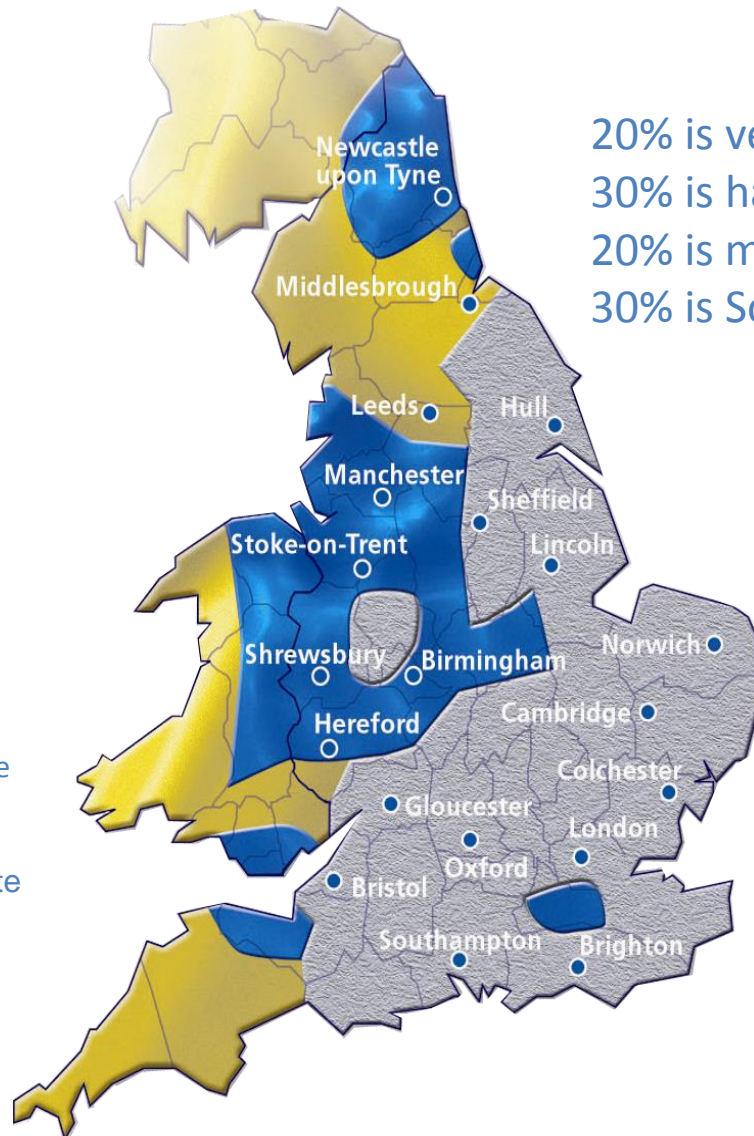


For You and Planet Blue.






The Opportunity

For You and Planet Blue.



20% is very hard water
30% is hard water
20% is moderately hard water
30% is Soft water

-  Soft to Moderately Soft:
0 – 100 ppm* as calcium carbonate
-  Medium to Moderately hard:
100 – 200 ppm* as calcium carbonate
-  Hard to very hard:
Above 200 ppm* as calcium carbonate



LUXURY MAKEOVER

Irresistibly soft,
silky, luxury water

‘Water Softening is about life style choices delivering benefits all around the house :’

- Softer Laundry - Luxury water for softer, longer lasting clothes
- Bathroom Bliss - Luxury water for bathing and showering
- Time Saving - Luxury water makes time for your customers
- Money Saving - Luxury water makes their household budget go further



‘Water Softening is about life style choices delivering luxury all around the house :’

Bathroom Bliss - Luxury water for bathing and showering

- Softened water is excellent for your complexion, skin and hair
- Skin feels softer, smoother and hair takes on a fresh shine
- Towels and face cloths feel softer
- Shampoo, conditioners and soaps last longer
- Glass, ceramics and chrome dry spot free



‘Water Softening is about life style choices delivering luxury all around the house:’

Time Saving - Luxury water makes time

- Less soaps, detergents, and cleaners means money saving
- No limescale means less scrubbing
- No spotting means baths showers and sinks simply wipe clean
- Free flowing showers means no time wasted de-scaling
- No limescale means less DIY



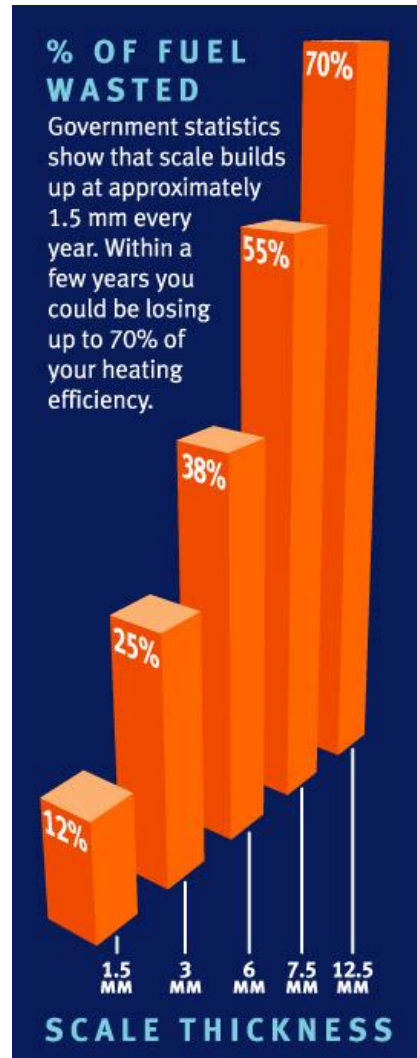
‘Water Softening is about life style choices delivering luxury all around the house :’

Time Saving - Luxury water makes the household budget go further

- The need for less soap and detergents
- The need for no limescale removers
- Clothes stay bright and soft longer
- Appliances often last longer
- No need for limescale prevention tablets
- Less scale improves heating efficiency = lower heating bills



Less scale improves heating efficiency = **lower heating bills**



- Softlux 10ltr
- Softlux 14ltr
- Softlux 20ltr
- Softlux 25ltr

