



# WATER SOFTENERS

- GREAT FOR YOU & YOUR HOME

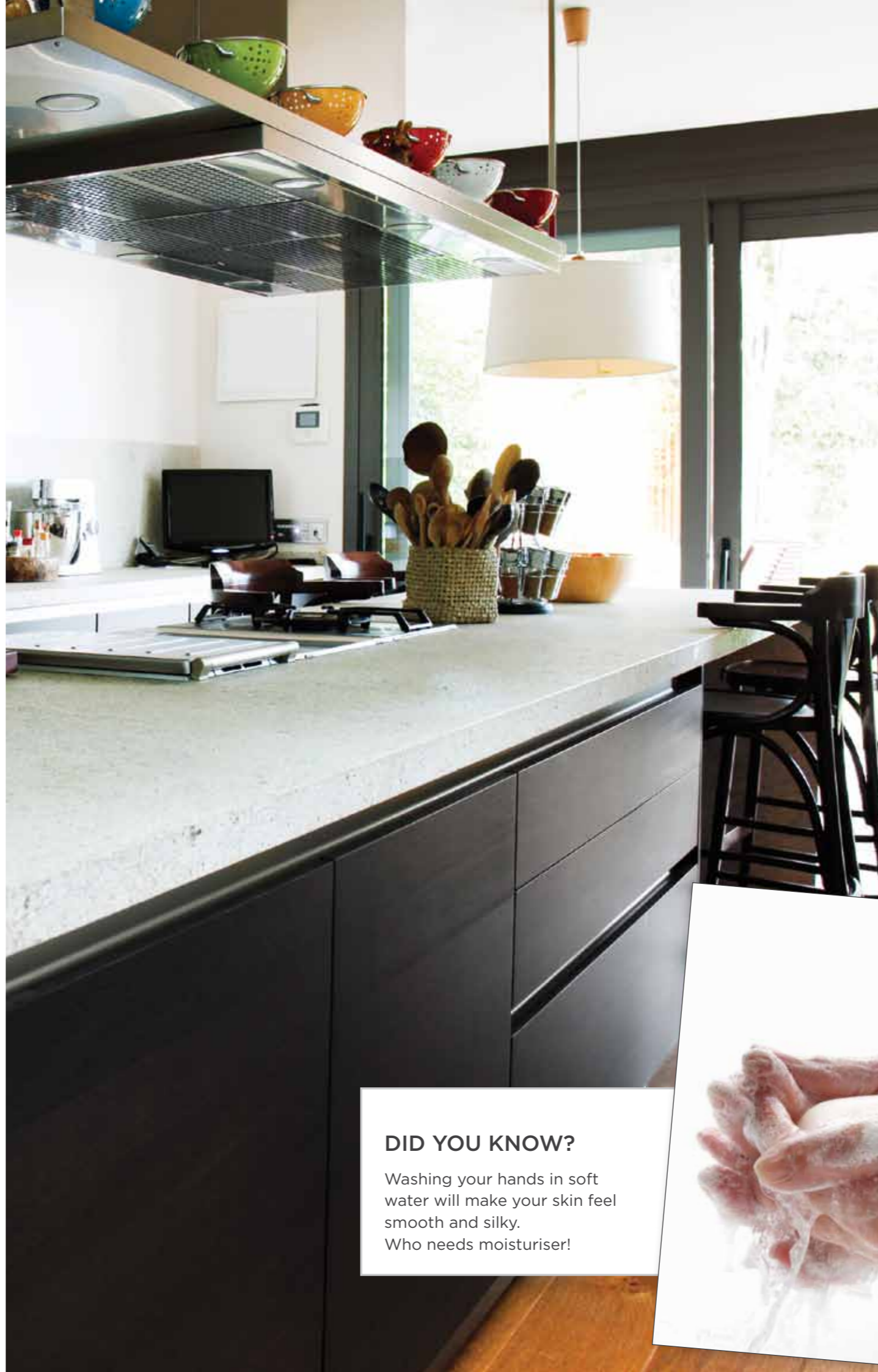
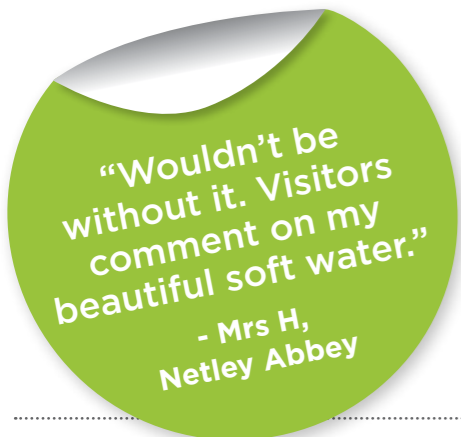


## WELCOME TO KINETICO

**Water is the very basis of life, touching everyone and everything. Our need for water is fundamental.**

Here at Kinetico it is our mission to produce the best possible water solutions for you and your home. We are a recognised leader in water softeners, our products are brilliantly designed, easy to use, offer unrivalled reliability and produce the most luxurious soft water.

A Kinetico water softener sits out of sight and out of mind, protecting you, your family and your home from the damaging effects of hard water, forever!



### DID YOU KNOW?

Washing your hands in soft water will make your skin feel smooth and silky. Who needs moisturiser!



*"Saving pounds on cleaning products."  
- Mr & Mrs F,  
Bognor Regis*

## WHY DO I NEED SOFT WATER?

Let's start by explaining why you don't want hard water in your home and highlight the everyday problems it causes.

- **Cleaning and Scrubbing**

Endlessly cleaning and scrubbing, spending too much money on expensive limescale removers that only give temporary results.

- **Damaging**

Limescale forces boilers and heating systems to work harder. With ever increasing energy bills, you've got to think hard about maintaining the efficiency of your heating system.

- **Dull, dry & itchy**

Bathing in hard water can make your skin dry and itchy, it affects your hair too! Feel how dry it gets even after using those expensive shampoos and conditioners.

- **Clogged up**

Showerheads clog easily and lose their effectiveness in hard water, which calls for constant cleaning or replacing the unit altogether.

**With soft water you can experience freedom from all of these problems, forever!**



### DID YOU KNOW?

Soft water can save you up to £400 a year on household cleaning costs, using up to 75% less soaps and detergents.

“Had one for 18 years,  
best investment  
ever made.”  
- Ms H Codra,  
West Sussex

## THE AMAZING BENEFITS

### We guess you would probably like the idea of saving money...

Save up to £400 a year on cleaning products and toiletries because soft water makes them all go further – up to 75% further, which is good for the environment too. And, with a limescale free home, your heating system will be super-efficient, saving you up to 25% on your energy bills.

### Doing a little less cleaning is always nice...

Keep your kitchen and bathroom looking pristine for longer and say ‘goodbye’ to watermarks on shower screens, tiles and granite worktops.

All those unsightly watermarks you’re so used to seeing in your kitchen and bathroom are limescale deposits that are left after hard water has dried. With a Kinetico water softener, they’ll all be a thing of the past.

### How about softer, brighter looking clothes?

With softened water, much less soap and detergent is required. Less detergent means rinsing residual soap and scum deposits from laundry appliances is more effective – and that means clothes feel softer and last longer.

### We know you’ll enjoy smoother skin and silkier hair...

With nothing but lovely soft water flowing through your home, your hair and skin will feel beautifully soft and healthy, a difference you’ll notice straight away. Even having a bath will be a more luxuriating experience as soap lathers beautifully in soft water. Your home spa will be the perfect place to relax and unwind!

Soft water may also help to alleviate dry skin conditions such as eczema.

### DID YOU KNOW?

Showering with soft water will give you soft, silky hair and skin. It may also help to alleviate dry skin conditions such as eczema.



## SO, HOW DOES IT WORK?

**Kinetico's water softeners work by using a process called ion exchange, removing the elements which cause the water to be hard - magnesium and calcium ions.**

A Kinetico water softener contains a bed of resin beads which hold sodium ions. As the water passes through the softener, the resin beads attract and hold the magnesium and calcium ions and release the sodium ions, making the water soft.

### Why Kinetico?

#### Excellent reliability

Designed and built to the highest standards with up to 10 years' guarantee on parts.

#### Simple to use

There's nothing to plug-in, no timers to set or buttons to push. And, being non-electric, there'll be no increase in your electricity bills or electrical problems.

#### 24 hour, uninterrupted supply of soft water

With our unique twin tank system there's no break in your soft water supply.

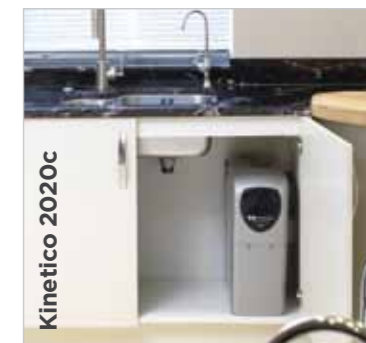
#### Easy to maintain

Completely self-managing with automatic regeneration, simply ensure it's topped up with salt.

#### Energy efficient

Outstanding performance with lower lifetime costs.

*"Wouldn't be  
without one again,  
no limescale..."*  
- Mrs B, Bexley,  
Kent



# THE PRODUCT RANGE

## 2020c HE

**High Efficiency** - suitable for a gravity fed system (loft tank)



**Our smallest, most tried and tested, non-electric twin cylinder water softener.**

### Water Flow Rate

Service	25 litres per min
Peak	41 litres per min

### Regeneration

Time	11 minutes
Water used	18.9 litres

### Dimensions

Height	487 mm
Depth	458 mm
Width	215 mm

### Operating Data

Min pressure	12 psi (0.83bar)
Max pressure	120 psi (8.3bar)
Salt Type	Kinetico Block or Tablet

**10 year parts guarantee**



## 2020c HF

**High Flow** - suitable for a pressurised system (Megaflo)



**Our smallest, most tried and tested, non-electric twin cylinder water softener.**

### Water Flow Rate

Service	33 litres per min
Peak	51 litres per min

### Regeneration

Time	11 minutes
Water used	18.9 litres

### Dimensions

Height	487 mm
Depth	458 mm
Width	215 mm

### Operating Data

Min pressure	12 psi (0.83bar)
Max pressure	120 psi (8.3bar)
Salt Type	Kinetico Block or Tablet

**10 year parts guarantee**



## 2050c



**Non-electric, high performance water softener, for the above average household.**

### Water Flow Rate

Service	30 litres per min
Peak	57 litres per min

### Regeneration

Time	11 minutes
Water used	26 litres

### Dimensions

Height	691 mm
Depth	689 mm
Width	290 mm

### Operating Data

Min pressure	15 psi (1.04bar)
Max pressure	125 psi (8.65bar)
Salt Type	Kinetico Block or Tablet

**10 year parts guarantee**

## ARRANGE YOUR FREE HOME DEMONSTRATION:

Visit [www.kinetico.co.uk](http://www.kinetico.co.uk) or freephone **0800 0151 380** to find your nearest dealer and arrange your free, no obligation home survey and demonstration.



Model shown - Kinetico 2020c



**Now is the time to see and feel the difference for yourself  
with a FREE home demonstration.**

One of our experienced water treatment specialists can visit your home at a time that suits you. They will listen to the problems you are having with hard water and discuss how they can be resolved. An assessment will also be made on your property to ensure you have the right water softener for your home. All this is completely free and without any obligation to purchase.

Visit **[www.kinetico.co.uk](http://www.kinetico.co.uk)** or call **0800 0151 380** to find your nearest authorised Kinetico dealer and arrange your free home demonstration.



Kinetico UK Ltd, Bridge House, Park Gate Business Centre, Hampshire SO31 1FQ  
visit **[www.kinetico.co.uk](http://www.kinetico.co.uk)** email **[info@kinetico.co.uk](mailto:info@kinetico.co.uk)** freephone **0800 0151 380**

© Kinetico 2011.