



info@kindwater.co.uk  
0845 2600 420  
(weekdays 9.15-5.00)

KindWater  
Water Tower Yard  
Presmere Road  
Pettistree, Woodbridge  
Suffolk IP13 0HZ

## **Love Your Water with a KindWater Water Softener**

Thank you for your enquiry asking for more information on softened water from KindWater. Hopefully this brochure will serve as a useful reminder when you are ready to take your interest in water softening further.

### **What will I get from a water softener?**

All water softeners work using the same ion-exchange technology. This removes the calcium (hardness) from the water by exchanging it with sodium (from the salt). So the right water softener – properly installed - will give you completely soft water. No more scale. No more scum.

You save on detergents, cleaning products and energy – as well as the repair and replacement of your boiler, shower, taps and other appliances. *A typical household should save from £20-£50 per month.*

Water softeners are fully automatic and low maintenance. All you need to do is add salt every few weeks. You will really notice the difference – no more scrubbing showers, sinks and taps; fewer plumbing breakdowns and dripping taps; clean kettles; soft laundry; soft skin and hair.

### **Why choose KindWater?**

We install more water softeners than almost anyone else in the UK. With the personal service of a family firm. At prices that are clear, competitive and affordable. KindWater's expertise at every stage of buying, installing and maintaining your water softener, guarantees you reliably soft water:

- ✓ full advice on your requirements and all the options available;
- ✓ only the most reliable water softeners, whether budget or best;
- ✓ tidy and professional installation by or own engineers;
- ✓ full guarantees on all of our work and products;
- ✓ service support throughout the life of your water softener;
- ✓ salt deliveries and drinking water filters if required.

Which may be why 61% of our customers report that they are “Delighted”, another 36% “Pleased” and the remaining 3% “Satisfied”.

## How should I choose between water softeners?

The KindWater team is always happy to discuss your choice of water softener, whether by telephone or during a visit to survey your plumbing. Our customers split about 50:50 between budget and best, so you can be confident that we won't push you to spend more than you want to.

1. Make sure that the company supplying your water softener will also install and maintain it themselves. If they don't know how to fix it, they won't know how to install it correctly and any warranty is almost worthless.

2. Match the water softener to the available space and to your plumbing. We normally survey before installation and advise when a high flow water softener and plumbing are required e.g. 'direct-feed' plumbing systems.

3. Choose between an 'electric single-cylinder' and 'non-electric twin-cylinder' water softener. Twin-cylinder water softeners use clever technology so as to respond automatically to changes in water use, ensuring continually soft water with minimal effort. They are also smaller and more salt efficient than similar capacity single-cylinder water softeners. Single-cylinder water softeners offer a budget alternative.

4a When choosing a twin-cylinder water softener, the Kinetico 2020c is the clear choice for most homes, providing consistently soft water with exceptional efficiency and reliability. [Some very large homes may need the larger Kinetico 2050c, but we will advise if this is the case.] Kinetico are the unrivalled world leaders in twin-cylinder water softeners and KindWater are the Kinetico main dealer for East Anglia.

4b. For a single-cylinder water softener, choose between 'timer-controlled' and 'demand-controlled' (metered). We normally recommend the more cost effective timer-controlled water softener, but we do also supply and install demand-controlled water softeners for homes with highly variable water use e.g. Bed & Breakfast.

N.B. Any water softener cheaper than £499 will be severely compromised:

- East Anglia's very hard water means that single-cylinder water softeners with less than 14 litres of resin will not cope with more than 1-2 people.
- KindWater uses Autotrol control valves because other makes of electric valves just aren't as reliable – some are hopeless. If you opt for the TrulySoft Care Package, we warranty parts and labour for ten years!

## The KindWater range of water softeners

	14 litre TC	14 litre DC	Kinetico 2020c
<b>Cylinders Control</b>	Single-cylinder Timer-control	Single-cylinder Demand-control	Twin-cylinder Demand-control
<b>Height</b>	660 mm	660 mm	487 mm
<b>Depth</b>	460 mm	460 mm	458 mm
<b>Width</b>	260 mm	260 mm	215 mm
<b>Buy</b>	£499 + install	£599 + install	£999 + install
<b>Rent</b>	£19 / month	£22 / month	£29 / month
<b>TBYB</b>	£28.50 / month	£33.00 / month	£43.50 / month

### Buy a quality single-cylinder softener at a budget price



- All prices already include VAT!
- Our most popular single-cylinder water softener is the 14 litre timer-controlled softener at just £499 to buy.
- A standard installation is normally £199 – or £234 for homes with no water tanks - or just £72 (plus any materials) for a replacement installation.
- If you prefer to spread the cost, you can pay by 10 monthly payments for a flat £30 fee. Giving a typical cost of £728 or £72.80 per month for 10 months.

### Or rent with no minimum contact period



- Renting the 14 litre TC softener costs just £19 per month including standard installation.
- Or with our **Try Before You Buy (TBYB)** scheme you pay £28.50 per month to rent a brand new 14 litre TC softener and you can:
  - cancel at any stage, with nothing more to pay;
  - or buy at the installed price and we will refund half your rental payments up to half the total cost;
  - or just keep renting.

### Filtered drinking water on tap?



- Enjoy washing up in soft water by fitting a separate hard water drinking tap.
- Choose from our tap range (from £20, tap shown £45).
- Then add a filter (from £37 for one year), for deliciously pure drinking water on tap.

### Kinetico 2020c



## How much salt will I use?

Water softeners use salt to regenerate and we will give you a free pack of salt to get you started. After that you will use around £2.50 of salt per person per month. A typical KindWater delivery costs £55-£98 and lasts 6-12 months. Alternatively, you can buy salt from most builders' merchants.

## What else should I know?

A water softener is normally located near to the rising main in your home. In newer homes the rising main is normally underneath the kitchen sink. It can be recognised by looking for the stopcock.

But don't worry – our engineers are skilled at sorting out complicated plumbing and locations. Our softeners fit into a slim (300mm) cupboard or a little used corner space or even an outside cabinet (costing £160 for 14 litre models). We also offer two-part models to fit into awkward spaces.



## The next step

When you are ready for a customer adviser to visit you, they will be happy to discuss any questions that you may have. They can also test the hardness of your water and help you to decide where to locate your water softener. *You will not be under any pressure to order during the visit.*

Please call **0845 2600 420** to book a visit or to ask any questions. We are convinced that KindWater offers the most affordable and reliable way to soften your water and we look forward to hearing from you.