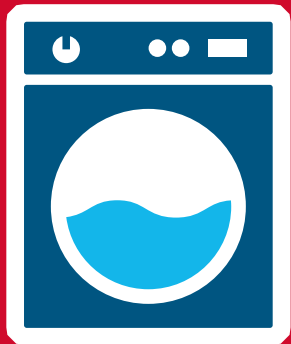


Softening your water helps you...

- ▶ **Conserve energy**
Operate water heaters more efficiently
- ▶ **Save on soap**
Cut dishwasher and laundry detergent usage by 50% or more
- ▶ **Reduce water usage**
Use less hot water to get laundry cleaner and whiter

Above statements confirmed in 2011 independent testing funded by the Water Quality Research Foundation, a not-for-profit organization.



Enjoy
fluffier
towels and
sparkling
clean
glassware

Distributed by:

WATTS[®]
pure water

Simply
Soft



Clean and rinse everything
gently and easily.

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Whole House
Water Conditioning Systems

Watts Has the Solution to Make Your Hard Water Feel Silky Soft

Hard water due to excess dissolved minerals can cause dry skin, dingy-looking laundry, and clogged shower heads. Invisible soap residue left behind on hair, skin, clothing, and dishes can make them look and feel less-than-sparkling clean.

Our whole-house water softening system removes calcium, magnesium, and iron at the point of entry that cause hard-water issues, restoring your water to a soft, silky state.

Whole House Water Softening System

Prevents Dry Skin and Brightens Laundry

Our Pure Water Water Softeners are high-efficiency water softeners that remove excess calcium, magnesium, and iron to make hard water silky soft. Clothes and towels wash softer and dry fluffier, and dishes and glassware rinse cleaner. They are designed with smart technology and safety features that provide both cost savings and peace of mind to homeowners.

- Reduce spots for cleaner looking glassware and cutlery
- Helps prevent mineral deposits on bathtub and shower stalls
- Brighter, softer laundry
- Dramatic reduction in soap usage
- Manageable hair because shampoo works better
- Drastically reduces scale build-up in pipes
- Extended appliance life-span and reduced energy costs because scale is virtually eliminated



Water Softening Made Simple

- ▶ **Save Money**
Metered valve for greater efficiency, less salt, less water
- ▶ **Extend Appliance Life**
Reduce energy costs by reducing scale
- ▶ **Soap Savings**
Soap and detergents work better in soft water



LET IT FLOW *simple and soft.*

For more information, please visit www.watts.com/purewater or contact your local Watts Representative (*listed on back*).

WATTS[®]
The simple choice for water quality.