

Your soft water lifestyle
starts here...



 Kinetico®
home water systems

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 **Kinetico®**
home water systems

Welcome to Kinetico and your guide to changing your lifestyle with the luxury of soft water in your home.

Imagine how different your life would be if you no longer had to worry about the problems caused by hard water.

Your hard water impacts everything it touches, from your appliances, to your sinks and drains and even your skin and hair, leaving scale-build up, stains and scum.

With a Kinetico water softener in your home you'll notice the difference immediately. The time you'll save on cleaning and the money you'll save on cleaning products.

You will protect your water-using appliances from limescale and reduce the worry of dealing with repairs and replacements caused by limescale build up.

Your Kinetico brochure will explain in detail the full benefits a water softener will add to you and your family.

Talk to one of our water treatment specialists about your home today.



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WATER TREATMENT SPECIALISTS

The Water Warehouse, Unit 2, St Marys Road, Ramsey, Cambridgeshire PE26 2SW

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WWW.LAKESIDEWATER.CO.UK



Save Time and Money

With soft water in your home, all the time you had to spend dealing with limescale will now be your free time to do the things you really want to do.

Less time spent cleaning

Without scum or limescale build up in your sinks, bath and shower you'll clean much less and when you do, you'll save considerable time.

No more scrubbing to remove hard water marks in a stainless steel kitchen, or hours spent unclogging blocked shower heads.

And it's not just your time that you'll be saving, having soft water in your home means you'll have more money to spend too.

There's the savings you'll make from not having to constantly service, maintain or even replace your water-using appliances, showers and heating system.

No limescale build up

Without the scale build-up in your heating system, you'll save pounds on your energy bills. Research shows that just 1.6mm of scale build up in your heating system can cause a 12% loss in efficiency.

Soft water also uses up to 75% less soap and detergents than the hard water you currently have in your home. You'll save money on household cleaning products, shampoos and shower gels.



Look and feel great

Soft water makes a huge difference to your baths and showers, ask anyone who lives in a naturally soft water area and they'll tell you how horrible their skin and hair feels when they visit a hard water region.

Showering or bathing with soft water means you won't get any soapy residue left on your hair or skin. Your hair will feel soft and silky rather than squeaky and matted and your skin will feel clean and moisturised instead of dry and itchy.



Eczema relief

Soft water is perfect for skin conditions which are aggravated by the deposits in hard water. Trials have provided enough evidence to suggest that soft water could help eczema sufferers. Other definitive trials are currently underway.

For further information visit www.swet-trial.co.uk

Better laundry results

As well as improving you and your family's hair and skin, soft water will improve your clothes too. Laundry washed in soft water is brighter, softer and whiter so you'll look as good as you feel.

Experience today



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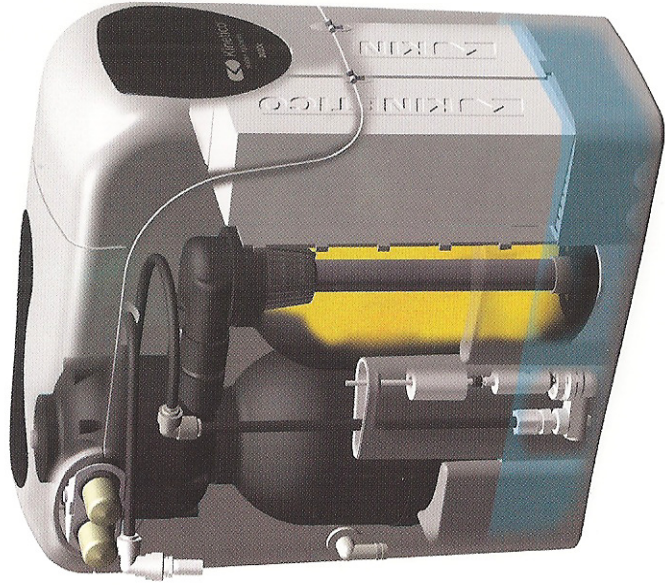
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The Technology



Kinetico's unique 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.

Non-electric system

Powered by moving water and not electricity a Kinetico water softener is completely self-managing and regenerates itself automatically when the resin bed needs to be cleaned.

Maximum efficiency

There is nothing to plug-in and no timers to set or buttons to push, so no increase in your electricity bill or issues with electrical problems.

24 hour, uninterrupted supply of soft water

As the Kinetico water softener uses two resin-filled cylinders, even when your system is regenerating there is no break in your soft water supply. When one cylinder needs to regenerate, service automatically switches to the other cylinder to continue providing you with soft water.

Maintaining your water softener

Adding salt to ensure your system continues to operate is about the only thing you'll have to do.



Model shown:
2020C
10 year parts warranty
Complies with BS14743