

# HOMEOWNER'S GUIDE TO WATER



## WHAT REALLY CAUSED TODAY'S PLUMBING PROBLEM?

*POOR WATER QUALITY CAN IMPACT  
YOUR PLUMBING, APPLIANCES, & YOU*

# QUESTIONS ABOUT YOUR HOME'S WATER SUPPLY & YOUR WATER USAGE

Most homeowners don't think about the water they use daily, yet it touches almost every part of your home and life. Ask yourself these questions to consider whether you're satisfied with the quality of your home's water supply:

- Do you notice unpleasant tastes or odors?
- Do your faucets, showerheads, or pipes have white buildup?
- Does your water heater, dishwasher, refrigerator, or washing machine show premature signs of breaking down?
- Do you notice scum on shower doors and spots on dishes?
- Do you consume your tap water?
- Does your skin feel itchy and dry, or your hair feel brittle?
- Have you ever had your water tested?
- Are you concerned about any potential contaminants?



IF YOU ANSWERED "YES" TO 2+ QUESTIONS, A

# WATER TEST

ON YOUR HOME'S WATER SUPPLY  
BY A PROFESSIONAL IS RECOMMENDED.

# TWO TYPES OF WATER IN YOUR HOME

## DRINKING WATER

*Impacts You & Your Health*

- Drinking
- Washing Food
- Cooking
- Boiling



## WORKING WATER

*Impacts Your Home's  
Plumbing System & Appliances*

- Bathing & Showering
- Sanitation
- Laundry
- Cleaning



DO YOU KNOW ABOUT THE  
**COMMON WATER  
QUALITY PROBLEMS**  
FOUND IN MOST NORTH AMERICAN WATER SUPPLIES?

# WATER IMPURITIES CAN BE FOUND



## HARD WATER

### SHORTENS THE LIFE OF:

- Water Heaters \$\$\$\$\$
- Refrigerators \$\$\$\$\$
- Water Supply Lines \$\$\$\$
- Washing Machines \$\$\$
- Dish Washers \$\$
- Toilets \$\$
- Faucets \$
- Showerheads \$

### ALSO IMPACTS:

- Dry Skin
- Dull and/or Frizzy Hair
- Spotty Dishes and Glassware
- Dulls and Stains Clothes

## IS YOUR WATER HARD?

Water hardness can be measured by parts per million (ppm) or grains per gallon (gpg) depending upon the water test.

### HARDNESS LEVELS:

- |                                  |  |
|----------------------------------|--|
| • Soft: 0–17.1 ppm               | • Soft: 0–60 mg/L or 0–3.5 gpg                 |
| • Slightly Hard: 17.1–60 ppm     | • Moderately Hard:<br>61–120 mg/L or 3.5–7 gpg |
| • Moderately Hard:<br>60–120 ppm | • Hard:<br>121–180 mg/L or 7–10.5 gpg          |
| • Hard: 120–180 ppm              | • Very Hard:<br>180+ mg/L or 10.5+ gpg         |
| • Very Hard: 180+ ppm            |  |



# FOUND IN MOST WATER SUPPLIES

## ADDITIVES & CONTAMINANTS

*Federal regulations allow contaminants at levels greater than what scientists deem to be safe. Often unregulated contaminants can leach into water supplies.*

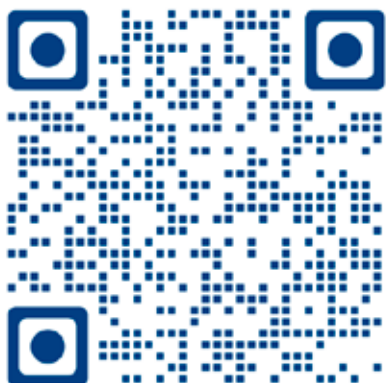
- **Municipal Water:** Chlorine is added to kill germs, viruses, & microbes. However, it can irritate skin, damage hair, and deteriorate plumbing parts & appliances.
- **Well Water:** Owners are on their own for maintaining & regulating.
- **Unknown:** With both municipal & well water, other contaminants may exist, including arsenic, copper, lead, mercury, nitrate, plastics, etc.

### FIND OUT WHAT'S IN YOUR WATER NOW

#### US Consumers:

The Environmental Working Group (EWG) is a non-profit, non-partisan group that researches water supplies.

Scan the QR code below, enter your zip code, & discover what is in your water supply.



### DID YOU KNOW?

## BOTTLED WATER CAN CONTAIN IMPURITIES

From the EWG: "Some bottled water is just tap water, filtered in some cases and untreated in others... "

"Bottled water manufacturers are not required by law to disclose the levels of any contaminants in their products..."

"Bottled water may also be contaminated with plastic additives ..."



# YOUR WATER

## TYPES OF SYSTEMS:

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**WATER SOFTENER**

**WATER FILTRATION**

**REVERSE OSMOSIS**

## TWO FACTORS TO CONSIDER:

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1. The right system depends on your specific needs & concerns.
2. All treatment options must begin with a water test.

# PROTECTION OPTIONS

## WHAT BENEFITS ARE MOST IMPORTANT TO YOU?

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**Healthier Drinking Water**  
Remove the harmful chemicals in your drinking water.



**No More Scum & Spots**  
Stop soap spots on dishes and build-up on shower doors & stalls.



**99% Pure Drinking Water**  
Cut \$150 per year on bottled water & help reduce 1.5M tons of landfill waste.



**No More Scale Build-Up**  
Get rid of the white, unsightly gunk eating your faucets, showerheads, & more.



**Fewer Plumbing Breakdowns**  
Reduce wear & tear on water heater, supply lines, toilets, faucets, fixtures, etc.



**Softer Skin**  
Enjoy healthier, more moisturized skin by reducing contaminants and/or hard minerals.



**Longer Lasting Appliances**  
Potentially add years to your refrigerator, washer, dishwasher, etc.



**Healthiest Cooking**  
Boil pastas, cook food, and make beverages with the purest water possible.



**Better Tasting Food**  
Clean your vegetables, fruits, and more with the better water.



**Brighter Laundry**  
Make your whites brighter and keep your colored clothes darker.



**Shinier & Stronger Hair**  
Stop struggling with stringy, brittle hair due to harsh water.



**Spend Less Money Cleaning**  
No more scum & build-up means less money and time cleaning.



# WHEN DECIDING ON YOUR WATER TREATMENT PARTNER

## THE 4 Ms

### EQUIPMENT MATTERS

Not all equipment is created equal. We only install serviceable equipment; not “disposable equipment” that cannot be fixed.

### MAINTENANCE MATTERS

Regular annual maintenance is required of any water treatment system. Subscribing to a maintenance program is highly recommended.

### INSTALLATION MATTERS

The most important day of any water treatment system is the day it's installed. Improper installation can lead to ineffectiveness & early breakdowns. We're deeply skilled and experienced in installing a multitude of water systems.

### WARRANTIES MATTER

Invest in your water treatment system with confidence. Ask about our:

- **100% Satisfaction Guarantee**
- **Price-Match Guarantee**

## DISCOVER THE TRUTH ABOUT YOUR WATER QUALITY

Scan to Watch a Short Video on  
How Water Impacts Your Home,  
Your Plumbing, & You.

