

Protect Your Biggest Investments

Diagram illustrating the consequences of poor water quality and plumbing issues in a home:

- Scale Build-up in Pipes**: Shown as a pipe with a large blockage.
- Stains on Sinks, Tubs & Laundry**: Shown as brown stains on a sink and laundry.
- Leaky Toilets & Faucets**: Shown as water dripping from a faucet and toilet.
- Efficiency Loss & Shortened Life of Boiler, Water Heater, Washer, Dishwasher**: Shown as a boiler and a washing machine.
- Bad Taste & Odor**: Shown as a woman smelling her hand.
- Clogged Showerheads & Fixtures**: Shown as a showerhead with a clog.
- More Scrubbing**: Shown as hands scrubbing a sink.
- Use Up TO 50% More Soap & Detergents Than Necessary**: Shown as a sink with soap suds.

Professional Solutions

Expert Service & Installation

Benjamin Franklin™ Professional Series Water Conditioning Products are only available through Benjamin Franklin™ Factory Authorized Professional Series Water Dealers.

All Authorized Dealers have been trained to provide expert installation & service for Benjamin Franklin™ water conditioning products.

Quality You Can Count On!

Benjamin Franklin™ water softener products, control valves and pressure tanks have been third party tested and certified to the industries most exacting standards.

All products are made in a ISO9001:2008 Quality Assurance Certified and ISO14001:2004 Environmental Management System Certified State-of-the-Art Manufacturing Facility.



Independently Tested and Certified Products & Processes!

Your Benjamin Franklin™ Professional



A Homeowner's Guide To Better Water

www.benjaminfranklinplumbing.com

Professional Solutions For Quality Water



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Don't Let Your Water Fool You!

We often take our water quality for granted. Just because it may come to your home as safe or 'potable' does not mean it is 'optimal'.

Optimal water will allow your home to operate as it should. Optimal water is free of hardness minerals (calcium & magnesium), chlorine / chloramines, iron and other bad tastes & odors.

An installed water conditioning system in your home is an easy and affordable way to ensure 'optimal water' and protect the investment you have in your home.

Breathing & ingesting chlorine is not necessary! Remove it with carbon filtration.

Is Your Water Free of?:

- ✓ Hardness
- ✓ Chlorine
- ✓ Iron
- ✓ Bad Tastes
- ✓ Bad Odors

Remove Chlorine

Once water arrives safely at the home there is no further need for chlorine. Besides potentially harmful by-products, chlorine's bad taste and odor, can **effectively be reduced** with a carbon water filtration system installed right in your home.

Leaky Toilet?

Chlorine is a strong oxidant that quickly **destroys plastic & rubber components** such as rubber seals and gaskets in appliances and plumbing fixtures causing leaks.



Hard Water Costs You Money!

- ✓ Lower water heating costs up to \$100/year
- ✓ Cut soap & cleaning product use by 50% & save as much as \$90/year
- ✓ Damage to fabric can cost as much as \$200/year
- ✓ Damage to plumbing & appliances can cost as much as \$90/year
- ✓ Save up to \$480 annually*!

*Source: Water Quality Research Foundation Battelle Institute Study (2009)

Enjoy Luxurious Soft Water

- ✓ Silky, shiny hair
- ✓ Soft, supple skin
- ✓ Brighter whites & vibrant colors
- ✓ Easier cleaning. No soap scum or rings
- ✓ Use less soap & detergent

Chlorine causes dry skin

Water Hardness	Grains Per Gallon
Very Hard	>10.5
Hard	7.0 - 10.5
Moderate	3.5 - 7.0
Soft	0.0 - 3.5



Problem Water – Iron, Sulfur, Hydrogen Sulfide

Private water supplies often have more water issues than hardness to deal with. The most common problems are the presence of **iron, sulfur and hydrogen sulfide** which can wreak havoc in your home causing costly damage throughout.



Rotten Egg Smell?

If your water has a rotten egg odor does it come from both your hot and cold water? If so you may have a hydrogen sulfide problem. If it is just in your hot water, the smell may be due to the anode rod in your water heater. H2S is also corrosive to metal / tarnishes silver and may cause black staining on fixtures.



Iron Can Be Costly!

- ✓ Red / orange staining in toilet bowls, sinks or on laundry
- ✓ Metallic taste or musty odour
- ✓ Stringy / slimy reddish orange growth build-up in water closet of toilet (bacterial iron)

What's In Your Water?

If you are on a municipal water supply your plumber may already know many things about your water quality. If you are on a private well, water testing is required. Water testing can easily be done on-site or samples can be sent to the H2O Harmony Lab.

Basic water testing is done for:

- ✓ Hardness
- ✓ Chlorine & Chloramines
- ✓ Iron
- ✓ Manganese
- ✓ pH
- ✓ Total Dissolved Solids
- ✓ Tannins (Organic Color)

Safety (potability) Concerns? Your State Lab or Local Health Department can do bacteria testing for a small fee

