

Around the House  
Plumbing Article #8 – Water Treatment

**Headline**

“All water is not created equal.”

**Subhead**

Here’s some information on a common water problem that exist in the vast majority of homes. What to look for and how to make it go away.

**Text**

There are plenty of problems commonly associated with well and city water supplies. Too many to properly address in this issue of “Around the House.” Instead, we will focus on the most common water problem our customers currently face: **Hard Water.**

**Water is considered hard if it contains high levels of calcium and magnesium.** If you’ve ever seen drinking glasses washed in hard water, you’ve probably noticed the milky haze that won’t rinse away. Or you’ve seen the whitish scaly deposits on your faucets, shower doors or tea kettle. **What’s worse is the damage these deposits can inflict by causing scale to build up inside your pipes, faucets and appliances such as water heaters, washing machines and dish washers.**

The problems caused by hard water are not limited to plumbing and appliances. **Hard water affects laundry with increased detergent use,** faster fading of colors – or yellowing of whites – and shortened fabric life. Bathing and showering in hard water will dry out and dull skin and hair.

The waste hard water creates each year costs many hundreds of dollars in appliance and plumbing repairs, extra laundry detergent, fabric softeners, fabrics that lose their usefulness, household cleansers, soaps, shampoos, and more.

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**But now, (company name) can help rid your home of hard water problems with a brand new and highly effective water softener.** New technology has made today's water softeners more efficient and compact than previous models. They require little if any maintenance and provide many years of dependable service. In fact, **a water softener will pay for itself** many times over with the savings it will generate.

Plus, you'll immediately notice how soft and smooth your skin and hair will feel. Once you live with soft water even for just a week or two, you'll wonder how you ever did without it.

Call now and **save \$50 on a custom water softening solution** for your home – single-source or whole-house – with the coupon below. We'll also analyze your current water supply for FREE...and all you have to do is call!

“Around the House,” it's just one more way (company name) can help.

**Main Coupon**

**Water Softening**

Save \$50...

...on a single-source or whole-house water softening solution **custom-designed** for your family and home. This offer may not be combined with any other discount or promotion.

**Teaser Copy**

Inside This Issue of “Around the House”...

Hard water doesn't exactly feel hard, but once you see what it can do to your pipes, hair, skin, and more...you'll be thinking “soft” in no time.

Plus, 3 coupons you can use now...