



# SOFT WATER TO ENHANCE YOUR LIFE.

## SOFTMAX<sup>PRO</sup>

Improve your life with softer water. SoftMAX Pro™ maximizes the incredible benefits of soft water, including spot-free dishes, cleaner laundry, softer skin, better-performing water fixtures and longer-lasting appliances. All from one simple addition to your home. You won't know how you lived before the SoftMAX Pro™!

**WATER**  **TECH**  
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# SOFTMAX PRO™

## WATER THAT ENHANCES YOUR LIFE

Those who have upgraded will tell you, life is just better with soft water. Cleaner laundry, cleaner bathrooms and a cleaner life.

### REMOVE HARSH CALCIUM AND CLEAN EASIER

Hard water—full of calcium and other rocky minerals—pummels your appliances and fixtures with every use. And, cleaning your home with hard water is a pain. It makes you use more soap to get something clean while leaving spots and streaks. It's time you upgraded to the SoftMAX Pro™, which protects your home and makes cleaning and polishing a breeze.

### BETTER FOR THE ENVIRONMENT.

Innovative AquaHelix™ Technology



The SoftMAX Pro™ system uses AquaHelix™ technology coupled with the Triton™ water softening smart valve, the world's most innovative and efficient universal distribution system for water treatment. The innovative AquaHelix™ system takes efficiency to the next level. Because the SoftMAX Pro™ only regenerates when necessary, it achieves greater energy, water and salt efficiency than industry standard softeners—up to 40% more efficient—which means you can enjoy the benefits of soft water comfortably and be mindful of the planet at the same time.

### RETURN ON YOUR INVESTMENT.

The SoftMAX Pro™ can improve your hot water heater efficiency by up to 30%—think about the annual savings! Plus, the softer water allows you to cut down on soap and cleaning product use by as much as 50% and protect the life of your appliances that use water.

USE LESS ENERGY WITH A GAS-POWERED WATER HEATER.



USE LESS LAUNDRY AND DISHWASHING DETERGENTS



## HOW IT WORKS

- 1 Untreated water flows through TechSoft™ water softening resins.
- 2 Resin softens water by reducing calcium, magnesium, and certain metals that could be in the water.
- 3 Soft water flows effectively through the AquaHelix™ plate and enters your home providing cleaner laundry, softer skin, easier cleaning, as well as soap, energy, and appliance savings.
- 4 When the TechSoft™ resin is ready to be cleaned and recharged, the system uses a brine (salt or potassium) solution accompanied by the AquaHelix™ plate and the Triton control valve to efficiently lift and clean the resin while providing significant salt and water savings due to its revolutionary design.



## BENEFITS

- Spot-free dishes
- Easier cleaning ability
- Cleaner laundry
- Softer skin
- Saving money
- Saving time
- Less soap and cleaning products can be used
- Better-looking faucets and fixtures with no scale buildup
- Longer-lasting appliances
- Improved energy efficiency

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MADE IN AMERICA – HAND BUILT IN TEXAS