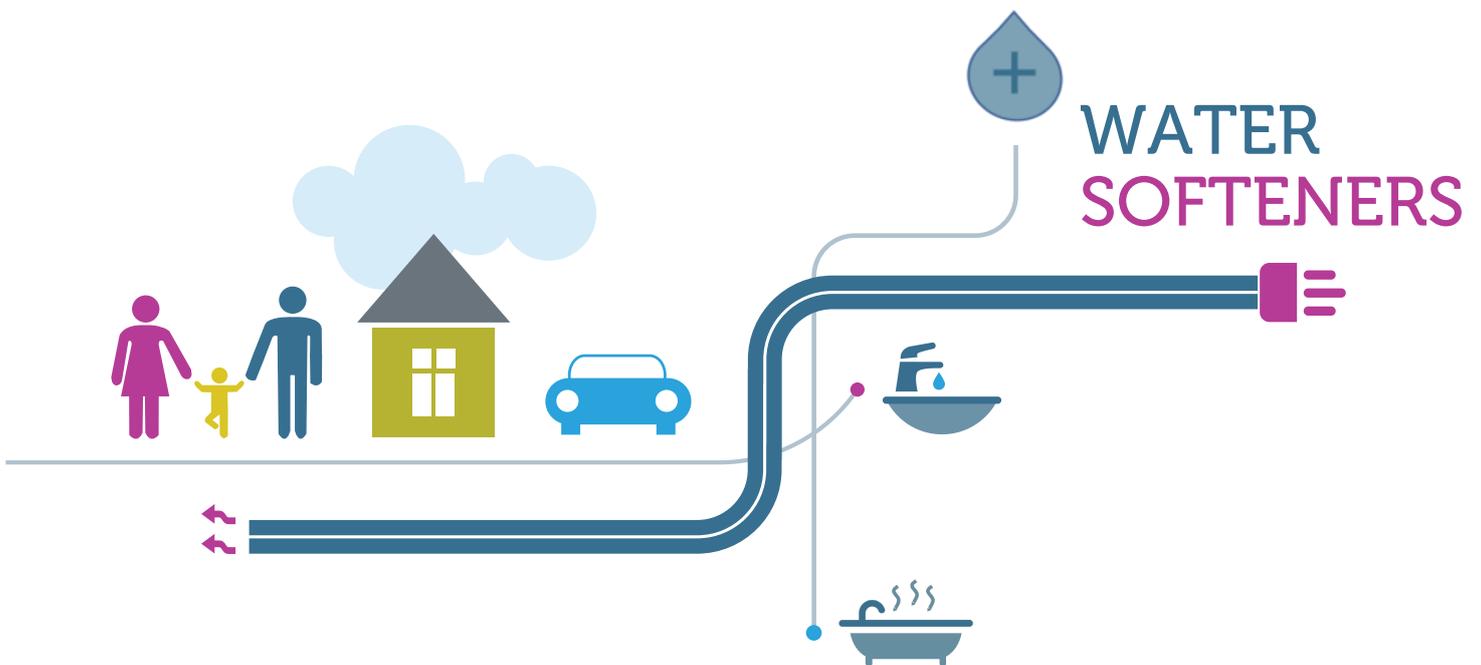


HOW TO TELL IF YOU LIVE IN AN AREA WITH HARD WATER: THE TELL-TALE SIGNS



More than 60% of homes in the UK are supplied with, and suffer from the effects of, hard water. But most people living in hard water areas have become so accustomed to living with the effects of it, that they haven't sought out a solution.

SO... WHAT IS HARD WATER?

Hard water is water that has a high mineral content. When fresh rainwater – which is naturally soft, and not packed with minerals – makes its way through the ground, it passes through substances like limestone or chalk, which are largely made up of calcium and magnesium. These minerals make their way into the water supply to form what we call 'hard' water. When hard water runs into the pipes and taps in our homes, and is heated, it leaves behind a residue known as scale – or limescale. This builds up over time and causes problems. Do you know if you live in a hard water area? Here's a handy tick list of some of the tell-tale signs that hard water is lurking in your home:

- ✓ My surfaces are really tough to clean
- ✓ Glasses and cutlery are dull when they've been washed or gone through the dishwasher
- ✓ There are sometimes white spots on clothes after they've been washed
- ✓ I have to use a lot of cleaning products to clean my home properly
- ✓ There is limescale on my taps – especially the hot taps!
- ✓ My clothes come out of the washing machine really stiff
- ✓ My dishwasher, washing machine and kettle have limescale build up
- ✓ The showerhead gets blocked, and there are tide lines around the bath and basin
- ✓ There's low water flow out of the hot tap because the pipe is scaled up
- ✓ There's no soap lather when I wash

SO... WHAT CAN YOU DO ABOUT IT?

One solution is to have a water softener unit fitted. It's a simple process, where a plumber will come and install it close to where your home's stop cock is located. From there, all the water in your home – excluding your designated drinking water tap - will be softened and free from the calcium and magnesium content it gained en route to your home. Sounds simple, right? That's because it is.

BY HAVING A WATER SOFTENER FITTED YOU WILL:

- ✓ Eradicate all of the problems mentioned in this guide!
- ✓ Save money by not having to spend so much on cleaning products, washing powder, soap and shampoo
- ✓ Save time cleaning your home
- ✓ Help your white goods and appliances live longer (dishwashers and washing machines don't like limescale!), saving money and creating less waste
- ✓ Save money on hot water bills because there's no scale to heat up first
- ✓ Help the environment because you'll reduce the amount of harmful cleaning chemicals going down your drain

The benefits speak for themselves, but if you're still curious about whether a water softener could benefit you, take a look at our 'one-stop-shop to water softener know-how' guide. Or if your decision is made and you're ready to take the first steps to changing the way your home works forever, get in touch with a reputable installer, or a BEAMA recommended manufacturer, to find out how to get started.