



WATER  *TECH*

HOME WATER GUIDE

DO YOU KNOW WHAT'S IN THE
WATER COMING INTO YOUR HOME?



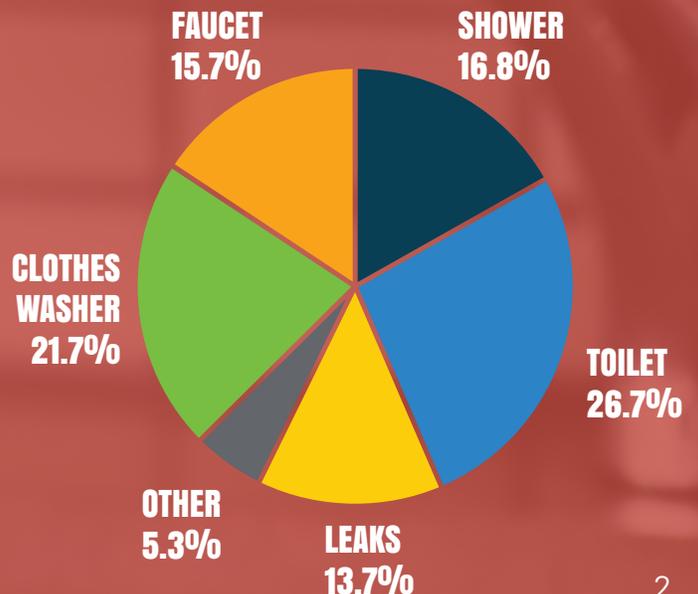
UNDERSTANDING OUR WATER SUPPLY

While three-quarters of the Earth's surface is covered with water, less than one percent (0.37% to be exact) of that water is drinkable. Clean water is often taken for granted in the United States, where we're blessed to enjoy some of the cleanest water in the world.

We give very little thought to the process of getting clean water into the homes of millions of people each day from a public water supply. We simply benefit from the regulations that have been set in place to make sure municipal water supplies are monitored and treated. The Clean Water Act of 1972 focused on improving the quality of our nation's waters as it not only limited contaminants that could be dumped into streams and rivers, but also regulated the water that flows into our homes for drinking, showering, teeth brushing – and all the other things water is used for on a daily basis.

DAILY AVERAGE CONSUMPTION

Each day, an American family of four uses up to 400 gallons of water. We use the majority of this water in the bathroom when we shower and flush the toilet. Washing clothes and leaky pipes and faucets account for another large portion of the water used on an average day.



PUBLIC WATER SUPPLY VS. PRIVATE WELLS

In the past, much of the U.S. population lived in more rural settings where wells were dug to bring water to homes and farms. Today, most of us (about 86 percent) receive our water from a public water supplier where water is treated and monitored at a municipal water treatment plant and then piped to individual users for consumption.

WHAT DO YOU KNOW ABOUT THE WATER YOU DRINK AND BATHE IN EACH DAY?

Although regulations and monitoring are in place, the quality of our drinking water can change daily. Municipalities work hard to provide safe water for consumers but contaminants can infiltrate aquifers and springs, and aging infrastructure can introduce contamination into the water lines even after the water has been treated at the treatment plant.

Federal law requires water providers to distribute annual “consumer confidence reports” that reveal levels of regulated contaminants. But many of us do not understand how to read the report or what it means. We simply know what we see, taste or smell in our water – and often, we want something better.

HOW WATER GETS INTO YOUR HOME





TASTE, COLOR, ODOR, HARDNESS & OTHER PROBLEMS IN DRINKING WATER

Not all drinking water is created equal. Although the water coming from our faucets may meet regulations and guidelines – and therefore be deemed “clean” – it may have an odor, taste, color, or cloudiness characteristic that we do not care for. These are aesthetic characteristics that usually do not pose a health threat, but most of us want our water to look, smell and taste good.

So, let’s examine some of the issues that are common with municipal water and the possible solutions.

TASTE

There are a number of different reasons why your water might have an unpleasant taste. For many on city water, the taste of chlorination is especially strong. Chlorine is an effective disinfectant for killing bacteria and water-borne diseases. However, most of us don’t care for the strong taste, odor and aftertaste of chlorination.

Others find the taste of their water to be bitter, metallic or salty. These strong tastes in the water can be the result of high level of total dissolved solids (TDS) from naturally occurring minerals and organic sources like decaying leaves, silt, and plankton. High levels of TDS can also be the result of water runoff, industrial waste, and fertilizers.

THE SOLUTION: A reverse osmosis (RO) filtration system improves taste by reducing chlorine and total dissolved solids (TDS), as well as organic and inorganic substances. There are also certain whole-house water conditioners that have the ability to improve taste by reducing chlorine, as well as serve as a protectant barrier keeping your RO unit from clogging.



ODOR

There are a number of different reasons why your water might give off an unpleasant odor, such as fishy, sulfuric, chlorine or earthy smells. Even after water has been treated at your local municipal water plant, water goes through miles of distribution pipes before reaching a home and may pick up contaminants along the way such as decaying organic matter or corrosion from pipes. Chlorination or other dissolved gases from the treatment plant might also be to blame for strong odors in your water.

THE SOLUTION: A reverse osmosis (RO) filtration system can improve the odor of your water by reducing chlorine and filtering out organic and inorganic substances.

COLOR OR STAINING

Red, orange, brown and yellow are lovely colors, but no one wants to see those colors in their drinking and bathing water, or on white linens and clothes. This type of coloring is usually caused by iron, a common mineral that makes up five percent of the earth's crust. Colors or staining in water can also come from galvanized iron, steel, or cast iron pipes in a home. Manganese often accompanies iron and results in dark brown or black staining. While not a health concern, colored water and staining can be unpleasant for drinking and can potentially cause damage to clothes and fixtures.

THE SOLUTION: A water conditioner can reduce soluble (dissolved) iron and soluble manganese. In addition, you may consider a separate whole-house particle filter to further reduce or eliminate insoluble iron and manganese and serve as a barrier protecting your water softener/conditioner from clogging and thus extending the life of your unit.



CLOUDY WATER

If your water looks milky, hazy or cloudy, this is often caused by sediment, dirt, sand, clay, silt, silica, sulfur, iron, manganese, industrial waste, and organic substances in the water. Temperature, rain, storms, time of year, and source of water can also affect the amount amount of cloudiness or turbidity in the water.

THE SOLUTION: A whole-house sediment filter can reduce the visible and non-visible suspended particles that make your water cloudy. This particle filter will also prevent dirt, sand and other large particles from damaging your water softener or conditioner, not to mention your plumbing fixtures and appliances. Reverse osmosis technology will also effectively address cloudy water issues.

HARDNESS

Water described as “hard” contains a high amount of dissolved minerals – generally calcium and magnesium. While these minerals are not harmful to the human body, they can create plenty of trouble in your home such as scale buildup that can clog pipes and reduce water flow. Hard water can also leave a white film or scale that accumulates on fixtures and tile, or deposit minerals in water-using appliances that can shorten their lifespan.

Harsh minerals in your water have the potential to make clothes stiff, colors dull, and even reduce the life of clothes. Not only that, but when it comes to your pocketbook, hard water can cause you to use 50 percent more soap than you would with soft water and cause increased energy consumption due to scale accumulation in your water heater.

THE SOLUTION: A water softener or conditioner will eliminate hardness by removing minerals such as calcium and magnesium. A water conditioner also serves as a barrier for protecting your RO unit from fouling.

GET TO KNOW YOUR HOME SOLUTIONS

THE PERFECT COMBINATION FOR
TREATING WATER IN YOUR HOME

BLUEMAX™ 
CLICK TO VIEW



REIONATOR® 
CLICK TO VIEW



RO PUREMAX II™ 
CLICK TO VIEW



A smiling man with dark hair, wearing a light blue button-down shirt, stands in front of a house with a porch. The background is a clear blue sky. The right side of the image has a dark blue overlay containing text and a button.

FIND YOUR WATERTECH DEALER

Watertech products are sold through authorized WaterTech dealers. Find your dealer by calling 888-254-8412 or [click here](#).

Since the start, we've built WaterTech on integrity, fairness and relationships. Our dealers must mirror these same convictions.

One thing is for sure. If you decide to install a WaterTech treatment system, we are looking out for your water quality as if it were our own.

[FIND MY DEALER](#)



PURE. RIGHT DOWN TO OUR INTENTIONS.

ABOUT US

We're a company of people with a purpose. Whether we are innovating the newest water treatment technologies or educating our customers about the latest water quality challenges, we operate our business with the clearest of intentions – to make life better for those who trust us with their water.

STAYING TRUE TO OUR ROOTS.

For more than 25 years, our family-run business has made a commitment to our customers – to take the worry and frustration out of your water quality. So when we decided that our one and only mission was to improve your quality of life by improving water quality, it wasn't long before we were leading the way in product innovation and making a difference in the lives of those who trust us with their water.



[LEARN MORE](#)



OVER 25 YEARS IN BUSINESS AND THOUSANDS OF HAPPY CUSTOMERS

WHAT THEY ARE SAYING

I like the idea of the REIONATOR with the blended resins. I don't smell or taste the chlorine. And the best part is no carbon filters or media to change.

C.I. - Modesto, Ca.

Instead of bottled water, we can enjoy our own water at a fraction of the cost. My hair actually feels clean when I get out of the shower.

Barry and Gail - Evergreen, CO

This water treatment system has made a huge difference in our water! Don't go for anything less. The Reionator is truly the BEST.

Doug - Modesto, Ca

Aside from the obvious health benefits, visitors frequently remark on how great our water is, and our dishes always come out spotless.

Bill - Tucson, AZ

Since installing the [Reionator] water conditioner, our rust problems have disappeared.

G. Williams - Wilder, ID

I enjoy the taste of our water from every faucet. No chlorine or "soft water" taste. Plus, it is not so slippery in the shower, thanks to our REIONATOR.

Eddie - Modesto, Ca