



soft water **PURE SOFT**

PURE SOFT

Improve your life with softer water. **Pure Soft** maximizes the benefits of soft water, including spot-free dishes, cleaner laundry, softer skin, better-performing water fixtures, and longer-lasting appliances. Save money.

Save time. Enhance your life with **Pure Soft**.

PURE  **WATER**
WATER FILTRATION SYSTEMS
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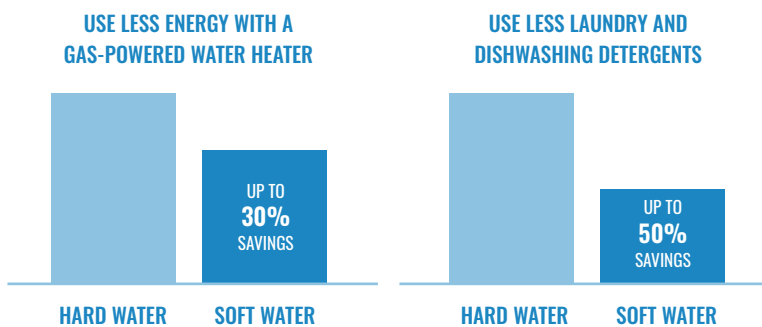


REMOVE HARSH CALCIUM AND CLEAN EASIER

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 **Pure Soft**, which protects your home and makes cleaning and polishing a breeze.

RETURN ON YOUR INVESTMENT

The **Pure Soft** 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.



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

COLOR OPTIONS



PURE SOFT

enhance your life

HOW IT WORKS

- 1 Untreated water flows through the Pure C-300 water softening resins.
- 2 Resins softens water by reducing calcium, magnesium, and certain metals that could be in the water.
- 3 Soft water flows effectively through the **Pure Soft** and enters your home, providing cleaner laundry, softer skin, and easier cleaning, as well as soap, energy and appliance savings.
- 4 When the resin is ready to be cleaned and recharged, the system uses a brine (salt or potassium) solution accompanied by the **Pure Soft** high flow media clack control valve to efficiently lift and clean the resin while providing significant salt and water savings due to its revolutionary design.

BUILT TO LAST

Manufactured with durable, commercial-grade, corrosion-resistant components, the **Pure Soft** includes a strong product warranty (5 years on valve / 10 years on tank).

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