What is 'Hard' water?

Rain water is naturally "soft" but when rain water falls on calcium, chalk, limestone or any other soft rock formation, it is the minerals within these rocks that dissolve into the water, giving you hard water around your home. Over 60% of households in the UK suffer from the effects of hard water.
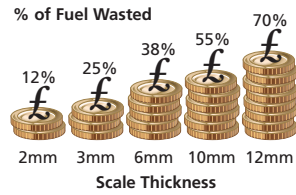
Cross section of a scaled hot water pipe

Hard water areas key:
- Soft Water
- Hard Water
- Very Hard Water

Newcastle
Leeds
Lincoln
Birmingham
Norwich
Peterborough
Bristol
London
Southampton
Brighton

The Cost...

Hard water scales up your hot water tanks, pipes, washing machines and heating systems. Government figures show that an amazing 38% loss in heating efficiency will occur with just 6mm of scale build up within an average family home heating system.

% of Fuel Wasted

12%	25%	38%	55%	70%
£	£	£	£	£
2mm	3mm	6mm	10mm	12mm

Scale Thickness

It is not too late to install a *Genus* water softener. Once you have, it will start to dissolve any existing scale and more importantly it will prevent any future scale build up!

How a *Genus* water softener works...

A water softener works by forcing hard water into a tank of millions of tiny beads of special resin. As the hard water passes over the beads a process known as ion exchange occurs and this causes the water to become soft.

After a while (how long depends on the hardness of your water and the number of people in the house) the resin becomes exhausted and has to be regenerated.

This is achieved by flushing the resin with salt water, a process known as regeneration. The salt water solution is washed away to drain and does not enter the household water supply.

This approach is common to all water softeners but it's how each manufacturer goes about it that separates the best from merely average.

The benefits you will notice after installing a *Genus* water softener

- Up to 50% reduction in the use of shampoos, soaps, conditioners & cleaning products.

- Zero scale build up on shower cubicles and shower heads.

- Cleaner baths, basins and taps etc...

- Your glassware will sparkle & plates will shine.

- Experience the softer feeling of your clothes & towels.

- Descales existing plumbing systems.

- Luxurious soap lather and double the amount of bubble bath suds

- Cleaning time around the home will be dramatically reduced.

The *Genus* SD 130, SD 530 & Flexi models come with a 2 year full parts and labour guarantee.

The *Genus* CA 100/110, CA 200/210 & CA 500/510 models come with a 10 year parts and labour guarantee. (Subject to a chargeable two yearly service schedule being adhered too)*

All the *Genus* models require an overflow and drain accessible to the point of installation. The *Genus* CA 110, CA 210, CA 510, SD 130, SD 530 & Flexi require an electrical point. The *Genus* CA 100, CA 200 & CA 500 are battery powered units.

Installation Kit - All our models come with a standard 15mm installation kit. A Hi-Flo option (22mm fitting kit) suitable for a pressurised system is also available. Other Water Softener models and sizes are available - Please ask for details.

Genus
Water Softeners

For more product information contact:

In the interest of product design we reserve the right to alter specifications without prior notice. July 2018

*A copy of our full guarantee terms & conditions are available on request.

Quality • Performance • Value

MADE IN UK

Genus CA 200/210
"2 PERSON MINI UNIT"

CA 200/210 - 2 Person Model

- 6 litre meter control model - up to 2 people household (960 litres at 21° Clark between regenerations).

- Low salt usage - 1kg per regeneration.

- 10 year full parts and labour guarantee.*

- Quality battery powered or electric control valve.

- Solid robust construction with valve hood.

- Height: 448mm (17 2/3")
  Width: 225mm (8 7/8")
  Depth: 440mm (17 1/3")

Including hoses.

OPTIONS:
CA 200
Battery Powered Option

CA 210
Electric Option

Standard or Hi-Flo
Models Available

Genus CA 100/110
"SMALL/MEDIUM FAMILY SOFTENER"

CA 100/110 - 4 Person Model

- 10 litre meter control model - up to 4 person households (2045 litres at 21° Clark between regenerations).

- Low salt usage - 1.6kg per regeneration.

- 10 year full parts and labour guarantee.*

- Quality battery powered or electric control valve.

- Solid robust construction.

- Height: 545mm
  Diameter: 245mm
  Depth: 470mm

Including hoses.

OPTIONS:
CA 100
Battery Powered Option

CA 110
Electric Option

Standard or Hi-Flo
Models Available

Genus CA 500/510
"OUR BEST SELLER"

CA 500/510 - 8 Person Model

- 15 litre meter control model - up to 8 people household (2727 litres at 21° Clark between regenerations).

- Low salt usage - 2.1kg per regeneration.

- 10 year full parts and labour guarantee.*

- Quality battery powered or electric control valve.

- Solid robust construction with valve hood.

- Height: 550mm (21 5/8")
  Width: 277mm (10 7/8")
  Depth: 476mm (18 3/4")

Including hoses.

OPTIONS:
CA 500
Battery Powered Option

CA 510
Electric Option

Standard or Hi-Flo
Models Available

Genus FLEXI
"VERSATILE 2 PIECE SOFTENER"

FLEXI - 4 Person Model

- 10 litre meter control model - up to 4 person households (1860 litres at 21° Clark between regenerations).

- Low salt usage - 1.4kg per regeneration.

- 2 year full parts and labour guarantee.

- Quality electric control valve.

- Solid robust construction with seperate brine tank.

- SOFTENER   • BRINE TANK
  Height: 648mm   Height: 440mm
  Diameter: 275mm   Width: 310mm
                         Depth: 310mm

Including hoses.

OPTIONS:
Standard or Hi-Flo
Models Available

Genus SD 130
"SMALL/MEDIUM FAMILY SOFTENER"

SD 130 - 4 Person Model

- 10 litre meter control model - up to 4 person households (1860 litres at 21° Clark between regenerations).

- Low salt usage - 1.4kg per regeneration.

- 2 year full parts and labour guarantee.

- Quality electric control valve.

- Solid robust construction.

- Height: 620mm
  Diameter: 245mm
  Depth: 470mm

Including hoses.

OPTIONS:
Standard or Hi-Flo
Models Available

Genus SD 530
"OUR BEST VALUE WATER SOFTENER"

SD 530 - 8 Person Model

- 15 litre meter control model - up to 8 people household (2727 litres at 21° Clark between regenerations).

- Low salt usage - 2.1kg per regeneration.

- 2 year full parts and labour guarantee.

- Quality electric control valve.

- Solid robust construction with valve hood.

- Height: 632mm (24 7/8")
  Width: 277mm (10 7/8")
  Depth: 476mm (18 3/4")

Including hoses.

OPTIONS:
Standard or Hi-Flo
Models Available