

Filtered water is big on taste and easier on appliances

Cork based firm Perfect Water Systems tackles hard water with a non-electric process powered by moving water

Water is one of the most important substances on earth.

We all need it to survive and on a daily basis it touches many aspects of our lives. We drink it, wash with it, cook with it and clean with it.

However, as we know all too well, here in Ireland we cannot rely on the quality of water delivered to our homes and businesses. Many users suffer from the detrimental effects of hard water, from its unpleasant taste to the unacceptable consequences of the calcium and magnesium levels contained in the water piped to our homes, which causes limescale.

Limescale caused by hard water is a costly nuisance for Irish householders and business operators alike.

While the most visible sign of limescale can be seen in a kettle, it builds up just as dramatically in washing machines, dishwashers, showers, hot water boilers and pipe work. Over time it affects the



PERFECT
WATER SYSTEMS LTD

efficiency of appliances and eventually they stop working due to its corrosive effects.

Limescale also leaves white stains on taps, sinks and shower cubicles, while fabrics washed in hard water become harder, more importantly our wellbeing and health can be affected with hair washed in hard water made brittle and skin left dry.

Installation of a soft water treatment system by an expert firm such as Perfect Water, headquartered in Charleville County Cork offering a nationwide service, can help protect appliances, heating and plumbing thus creating a significant saving on breakdown and repairs, while also stretching the lifespan of appliances.

“Whether it’s the improved taste of soft water over hard water, the fact that it gives you great looking skin and hair,

big saving on soaps, shampoos and cleaning products, or less cleaning to do, once you’ve tried a water softener, you won’t ever want to give it up,” said Colm Dawson, founder of Perfect Water.

He added, “A lack of clean and safe water is a real problem in many areas of Ireland. We live up to our name by being perfectionists and we guarantee to provide businesses and homes with pure filtered drinking water.”

Established in 1995, Perfect Water Systems quickly gained a reputation for high quality professional installations and has stayed the course to build on that reputation.

“We promise a complete a thorough water treatment service in your home or business. We provide reliable and efficient servicing of water softeners, pH correctors, iron and manganese filters, ultra violet bacteria control, and drinking water filters.

“We are famous for our high quality tablet type softening salt, and our service vans can deliver to your door, if required,” said Dawson.

Explaining how a water softener actually works and its benefits, he said, “By installing a water softener, you will solve all lime problems which in turn will protect your plumbing and appliances from expensive repairs and damage. We have grown our business on the back of providing water softeners that are well fitted and properly serviced. This has saved our customers a lot of money over the years and they in turn have been happy to recommend our services to neighbours and friends.”

He recalled, “One of the biggest problems I had when I started the business was convincing people that I would be there in years to come. This scepticism was understandable because many people had bought water filters from other companies that had gone out of business. Where possible I took on the service of these water filters and began to grow the business over the last 19 years to where it is today, employing 14 people and servicing 22,000 customers from our purpose built facility in Ballysally Business Park, in Charleville and our agents around the country.

Dawson also cites Perfect Water’s ability to stay on top of changing technology and its willingness to embrace positive change as reasons for its success and longevity in the water systems arena.

“We use the Kinetico Water Softener system, because we rate it as the best available. It creates perfect soft water for

What Differentiates Kinetico Water Systems?

Unmatched Performance: Removes more impurities and performs more efficiently with lower lifetime costs.

Unplugged: Powered by the force of moving water for on-demand, non-electric operation.

Dependable: More reliable, durable and long lived. Backed by the most comprehensive 10-year warranties in the industry.

Tailored to You: Our local water experts will customise the right solution for you and your home.

Uncompromised: Systems that minimise waste, energy usage and the impact on our environment.

your home. We have since secured the all-Ireland agency for the distribution and installation of Kinetico products.

He highlighted, “Kinetico is a world renowned 40 year old American water treatment company specialising in non-electric water filtration. It’s moving water as opposed to electricity that powers these systems, making their operation simple and reliable.”

“There are no timers or computers to set, adjust, re-

pair or replace. The systems meter water use and regenerate based on actual usage. You won’t waste water or salt, yet you’ll always have clean, soft water whenever you need it.”

With the onset of water charges, the money saving aspect of a Kinetico system becomes more important. “A Kinetico water softener uses only 18 litres of water to regenerate itself instead of the 120 litres that the conventional single cylinder water softener



products throughout Ireland with the help of its strategically placed agents.

“We will drive business by attending as many home improvements and agricultural shows as possible – people still appreciate the opportunity to have a face to face discussion and to ask questions directly from an agent or installer,” said Dawson.

Dawson revealed that from the outset he has grown his business by staying true to the motto that “The reward for work well done is the opportunity to do more”. “This has served us well over the years, as the majority of our new customers come to us via referrals from existing customers. That is a very satisfying way to do business.”

With a lack of clean and safe water continuing to be a real problem in many areas of Ireland, we believe ours is a strong and highly beneficial offer and as such we extend an invitation to anyone interested in installing a soft water system, be they a household or business to please visit our showrooms and office in Charleville to experience perfection in filtered water for themselves.”

“Whether it’s the improved taste of filtered water over chlorinated water, or the improved feel of soft water over hard water, the fact that it gives you great looking skin and hair, big saving on soaps, shampoos and cleaning products, or less cleaning to do, once you’ve tried a water softener or drinking water filter, you won’t ever want to give it up,” said Dawson.

Call Perfect Water to make an appointment at Free Phone 1890 98 90 98 at its Charleville office on 063 89290 or by mobile 087 2704172 or visit perfectwater.ie or kinetico.ie



Kinetico non-electric Block salt water softener

 **Kinetico**
home water systems