

# Water Softening Solutions



PLUMBING  
HEATING  
COOLING  
ELECTRICAL



# What is Hard Water?

Hard water is water that contains high levels of dissolved minerals, primarily calcium and magnesium. These minerals are naturally absorbed as water flows through mineral-rich environments, such as limestone, chalk, or gypsum rock formations. This hardened water can cause a wide range of problems in your home. From making cleaning products less effective to damaging appliances and plumbing systems, hard water impacts many aspects of daily life. Addressing hard water challenges helps to maintain the comfort, efficiency, and longevity of your household systems.

## How hard water impacts your home.

Hard water can have several noticeable effects around your home. Here are the most common issues to watch for:

### ● Soap Scum and Poor Lather

Soap and shampoo don't lather easily in hard water. Soap buildup can make showers and tubs look dull and dirty.

### ● Spotty and Cloudy Dishes

Dishes and glassware often have white spots or streaks after washing.

### ● Scale and Mineral Deposits

White, chalky deposits (limescale) appear on faucets, showerheads, and sinks. It also builds up inside kettles, coffee makers, and water heaters.

### ● Dry Skin and Hair

Bathing in hard water can leave skin feeling dry, itchy, or tight. Hair may feel rough and tangled due to mineral deposits.

### ● Laundry Issues

Clothes feel stiff or scratchy after washing, even with fabric softener. Whites can turn gray or yellow, and colors may fade more quickly.

### ● Reduced Water Flow

Scale buildup inside pipes can cause blockages, reducing water pressure.

### ● Increased Energy Costs

Limescale deposits in water heaters act as an insulator, requiring more energy to heat water. This can lead to higher energy bills over time.

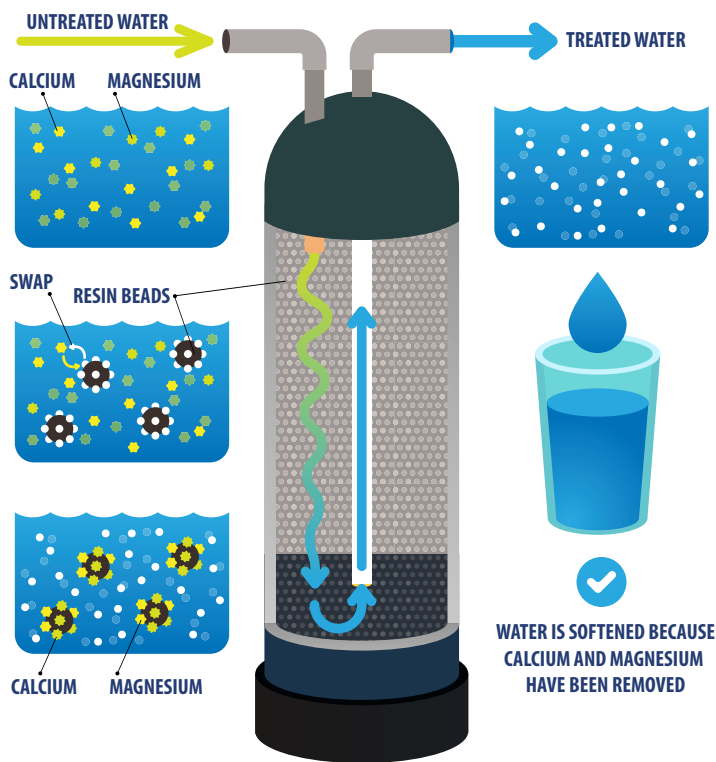
### ● Shortened Appliance Lifespan

Appliances that use water, such as washing machines, dishwashers, and water heaters, may wear out faster due to mineral deposits.



# How Water Softeners Work

All water softeners work on a principle known as "ion-exchange," which takes place by passing water through a tank filled with tiny resin beads. These beads trap the hard minerals and replace (swap) them with sodium or potassium, making the water soft. Over time, the beads get full of hard minerals and need to be cleaned. To clean the beads, the system flushes them with a salty solution from a separate brine tank. This removes the hard minerals and recharges the beads so they can keep softening the water. The system then rinses itself and is ready to work again. Water softeners help protect pipes and appliances and make soaps and detergents work better. To keep it running, you need to add salt to the tank regularly.



## Water Testing

Most homes in New Mexico have hard water. A TLC water expert can provide a no-cost water analysis for hardness, iron, pH, and total dissolved solids. We offer a full range of low maintenance water softeners custom fit to your home and budget.

Schedule a free  
in home water test

According to the US Geological Survey, 85% of water in the United States is hard. Whether the water in your home is supplied by a well or the city, you likely have hard water. Though drinking hard water is not considered a health risk, hard water is the cause of many problems in your home. It may even be the reason for some skin and hair issues.



# Soft Water Solutions

Leave behind the fuss of hard water residue and mineral buildup. With our customized solutions, our water treatment experts can help you find the perfect water softener for your needs and budget. Kinetico water softeners offer superior service in even the most challenging water conditions. You can rest assured that a Kinetico system will provide your family with clean, soft water on demand.

**Kinetico water softener systems offer several advantages over other brands, making them a popular choice for homeowners seeking efficient and reliable water treatment solutions.**



## Low Maintenance

Because Kinetico systems are not powered by electricity, there is little maintenance involved. There are no buttons to push, timers to set, or adjustments to make. You won't see an increase in your electric bill, and it won't be affected by power outages or surges. Best of all, there are no expensive electrical components to repair or replace.



## Superior Performance

Kinetico softeners remove more impurities and perform better overall than any other system. Kinetico softeners have been voted Best in Class by *Consumer Reports*. Kinetico water systems have been improving water for over 40 years. With superior performance, you can feel confident in knowing you'll have clean, pure water for years to come.



## Dependable

Kinetico systems are built to last, plus they are backed by the most comprehensive warranty in the industry. Our Premier Softener has a 10-year warranty that is transferable. You can feel confident that TLC will stand behind our Kinetico systems.



## Customized Solutions

Our water experts will work with you to customize your water system to solve your water problems. Whether you have city water or a private well, TLC's water treatment team can provide you with clean, pure water for your home. Our systems allow for customized filters to remove all types of contaminants.

**TLC is an authorized, independent Kinetico Water Systems dealer. Our experts will help find solutions to your water problems for home or business.**



Schedule a  
free estimate

# Financing Options

TLC has partnered with Nusenda Credit Union to provide our customers with special, low-interest financing for water softeners and other home system upgrades and repairs. This exclusive offer is available to TLC customers only.

TLC works directly with Nusenda to make financing easy. You don't have to be a Nusenda member to be approved.

For more information you can contact Nusenda directly, or apply online at our website.



*The Power of WE<sup>®</sup>*

## **Nusenda Credit Union**

Merchant Lending Department  
(505) 889-5113  
merchantlending@nusenda.org



## **SERVICE FINANCE** COMPANY, LLC

TLC also offers financing with Service Financing Company, LLC. We have added this as a second option for customers who would like to finance their water softener or home repairs. This option is based on approved credit only. You can apply on our website or call our office to speak with our financing specialists about these options.

- ✔ **Low Interest Options**
- ✔ **Deferred Payment Option**
- ✔ **Easy Approval**



# Thank You For Downloading this Guide

## WHY CHOOSE US?

We offer unbeatable service and support.

When you choose TLC for your Kinetico water treatment installation, you get a company that has stood behind our craftsmanship and work for over 35 years. We're not just a company that will install equipment and leave you hanging when you need service or maintenance. We will be here every step of the way, starting with the initial estimate and throughout the lifetime of your water softener. You can rest assured that your installation will be done by professional, knowledgeable technicians. We offer an unbeatable warranty and will stand behind our work with a 100% satisfaction guarantee.

You're making an investment in your home and your comfort. Our job is to ensure that your new home water system brings you comfort and peace of mind.

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We hope you found this guide helpful in making a decision about your home's water. TLC is here for you throughout this process so if you have any questions please don't hesitate to reach out to our team. We know purchasing a water system is a big decision, and we're here to help. If you're ready to schedule a free, no-obligation estimate, please schedule below, or call our office.

## CONTACT US:

Call our office today.

**Albuquerque**  
(505) 761-9644

**Santa Fe**  
(505) 471-0119

[Schedule Free Estimate](#)

