

PROTECT YOUR
BIGGEST INVESTMENTS
BY FIXING THE WATER
THAT 'BREAKS THEM'!

HARD WATER + HEAT = SCALE
HARD WATER + SOAP = CURD

- ➔ Prevent costly scale build-up in pipes, faucets & showerheads
- ➔ Avoid premature failure of water heaters & other water using appliances
- ➔ Lower water heating costs by 30%*

* Water Quality Research Foundation Studies (2010 Detergent savings study, 2009 Energy Savings Study)



Easier Cleaning



Use 50% Less Soap*



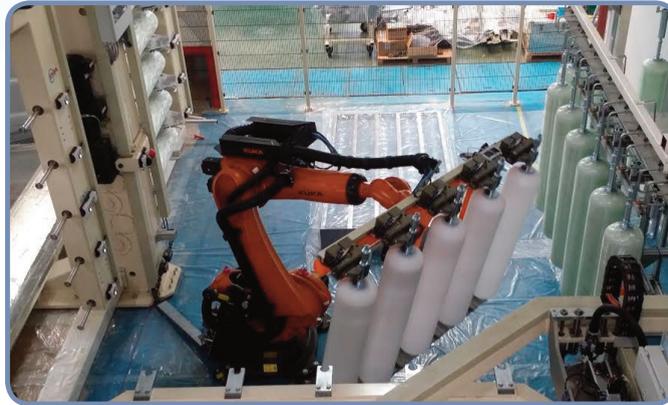
Cleaner Brighter Laundry



NOVOTM
WATER CONDITIONING PRODUCTS

**A GLOBAL LEADER
IN QUALITY & INNOVATION**

- ➔ 925,000 sq ft State-of-the-Art Mfg Facility
- ➔ ISO9001:2008 Quality Assurance Certified
- ➔ ISO14001:2004 Environmental Mgmt Systems
- ➔ 1,000,000 Annual Unit Production Capability



Novo Water Conditioning products are available only through Plumbing Professionals.

Our Certified ProAdvantage™ Plumbers are Factory Trained Experts. Have it Done Right!



www.novowater.com

A Division of
Canature
WaterGroup

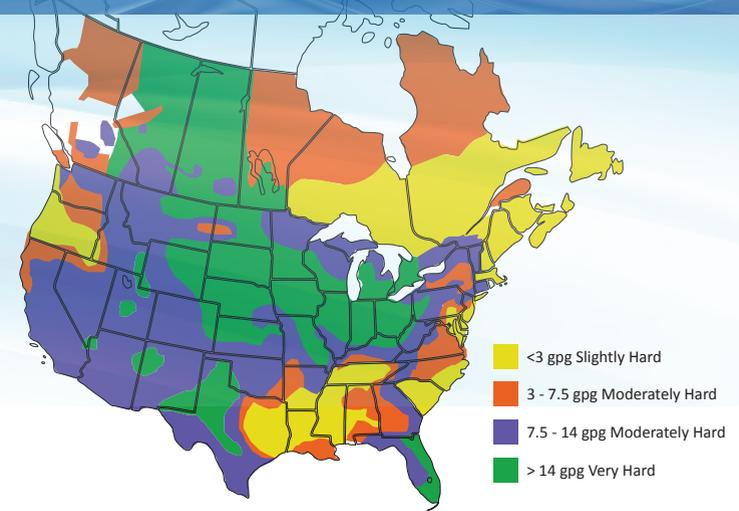
Your Plumbing Professional

NOVOTM
WATER CONDITIONING PRODUCTS

**SOFT WATER
SOLUTIONS**



WHAT IS HARD WATER?



Hard water is caused by dissolved minerals calcium and magnesium and is measured as grains per gallon (gpg).

HOW DO SOFTENERS WORK?

1. Raw water runs through a bed of sodium charged ion exchange resin
2. The hardness ions (calcium & magnesium) are exchanged with sodium ions
3. Eventually the resin contains only hardness minerals and has to be regenerated
4. The control valve monitors water usage and regenerates only when necessary
5. The resin is backwashed to rinse away impurities
6. A strong brine solution is then drawn through the bed and hardness ions exchange for the sodium ions
7. Hardness ions are then rinsed to the drain
8. The softener is now ready to soften again



**BEAUTY
HEALTH
& HOME**

NOVOSOFT 485HE HIGH-EFFICIENCY WATER SOFTENER

ULTIMATE SALT & WATER SAVINGS!

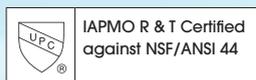
Savings that are good for you and the environment!



Cabinet model



Twin tank model



Reverse Flow Regeneration with Precision Brining

Traditional 'downflow' softeners deplete the unused portion of the resin bed with every regeneration. It is like draining the gas tank in your car every time before filling it up!



'Reverse Flow Regen' - drives the hardness minerals up through the already depleted resin and out to drain - saving both salt and the unused portion of the resin for future use.

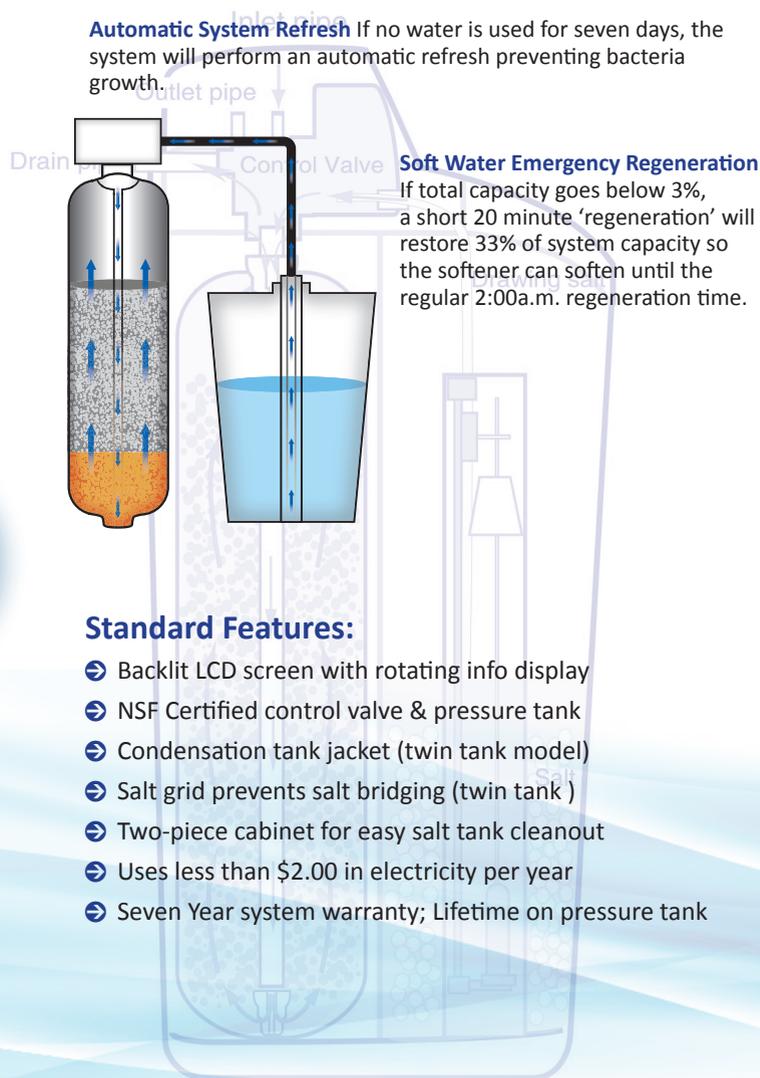
Precision Brining - saves additional salt by pre-making only 70% of the brine. Just before regeneration, the computer calculates the precise amount of brine top-up needed to regenerate only the depleted resin saving up to 30% more salt!



Automatic Backwash Override
On clean municipal water supply there is no need to backwash and clean the bed every regeneration. Save water each regeneration by skipping up to 10 backwash cycles.

Soft Water Brine Tank Refill
Conserve capacity and keep brine tank cleaner by adding only treated soft water to brine tank rather than raw untreated hard water.

Automatic System Refresh If no water is used for seven days, the system will perform an automatic refresh preventing bacteria growth.

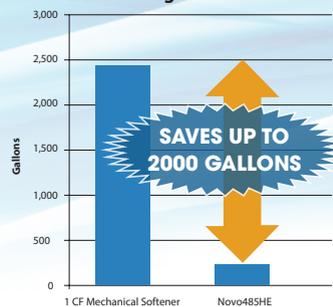


Soft Water Emergency Regeneration
If total capacity goes below 3%, a short 20 minute 'regeneration' will restore 33% of system capacity so the softener can soften until the regular 2:00a.m. regeneration time.

Standard Features:

- ➔ Backlit LCD screen with rotating info display
- ➔ NSF Certified control valve & pressure tank
- ➔ Condensation tank jacket (twin tank model)
- ➔ Salt grid prevents salt bridging (twin tank)
- ➔ Two-piece cabinet for easy salt tank cleanout
- ➔ Uses less than \$2.00 in electricity per year
- ➔ Seven Year system warranty; Lifetime on pressure tank

Estimated Annual Back Wash Water Usage



SPECIALTY SOFTENERS

If you have water problems in addition to hardness then a speciality system could be an effective and affordable solution.

SIM Series
Softens PLUS removes Iron & Manganese

ST Series
Softens PLUS removes Organic Tannins (Color)

SIMTAN Series
Softens PLUS removes Iron, Manganese & Tannins

HEDP Series
Two-tank softening system for high hardness (>75 gpg applications)



ECONOFLO SERIES WATER SOFTENER

This economical workhorse provides great efficiency & reliable performance.



5 Year Warranty Control Valve



10 Year Warranty Pressure tank



*Compared to conventional calendar clock models

HTO WATER REFINER

Truly refined soft water for your home – luxuriously soft water PLUS no bad tastes or odors

- ➔ Dedicated carbon tank for highly effective reduction of chlorine, chloramines & organics
- ➔ Dedicated softening tank
- ➔ Enjoy two systems for less money!



Leaky Toilet?

Chlorine is a strong oxidant that quickly destroys plastic & rubber components like seals in appliances and fixtures causing leaks.

DUAL PASS SOFTENER

The Novo High-Efficiency Dual Pass (HEDP) Water Softener uses a two tank system for high hardness (typically > 75 gpg) applications.

The first tank acts as the workhorse by significantly reducing the water hardness.

The second tank acts as a 'polisher' and prevents slippage as the overpowering high hardness condition has been significantly reduced. This also increases the contact time with the softening resin meaning more consistent, softer water.

Perfect for residential and light commercial applications such as boiler feed systems



Visit www.novowater for complete product specifications