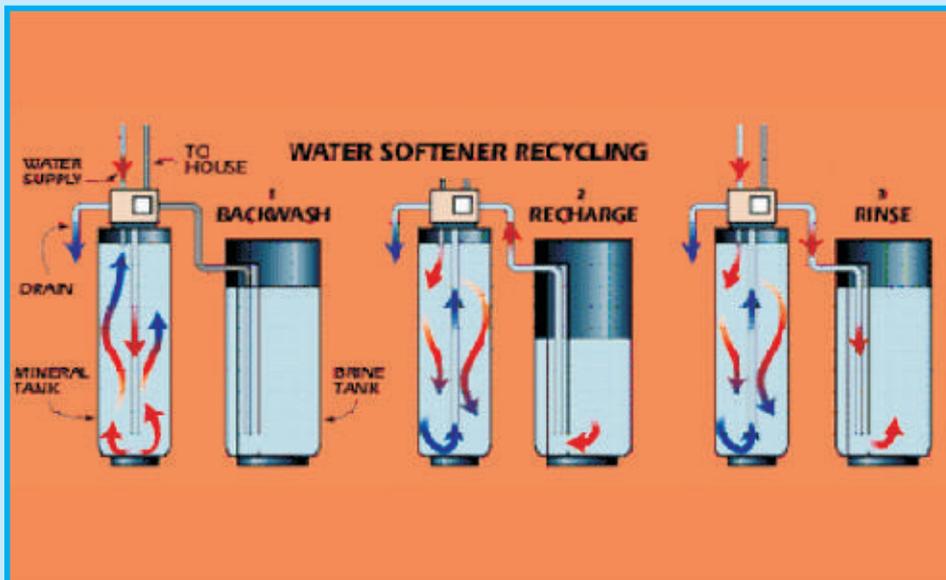


BLAIRS water softener is attractive, compact easy to operate and maintain. The pressure vessel is made up of FRP (Fiber Reinforced Plastic), pipes are of PVC (Poly Vinyl Chloride), Valves of ABS (Acrylic Butyl Styrene). Easy to install & doesn't require civil work. The FRP Vessels are designed and tested for high pressure flow, last much longer than MS vessels. They are fitted with multipor valves which give all the operations by a single liver operation and thus are cost effective & easy to use. They do not require any painting or maintenance. Moreover the advantage is that they are of food grade quality and can be used even in the food industry. They are also light in weight and can be easily mounted on rooftops of the premises.

1. Soaps and shampoos don't lather, leave you feeling unwashed. Which is why you'll love water softener: It cuts out the hardness in water and puts the goodness right back, leaving your skin smooth as silk.
2. Hard water causes residual deposits and scale build-ups, damaging your water heaters, washing machines, showers, dishwashers, pipelines, taps and other appliances, Their life goes down by 45% while maintenance costs go up by 25%.
3. "Fine crystal stands for fine taste". But it needs soft water to keep its sheen. And hard water can make life hard for it.
4. Hard water reduces the cleaning power of detergents. Soft water reduces soaps requirements by about 70%.
5. Food and water taste different. Cooking takes longer than ever before. Cooking gas consumption increases by 30%. Hard water also causes scale deposits on utensils.
6. Would you bear to see your expensive bathroom fittings decay? Hard water leaves scales which clog pipes, faucets, valves and fixtures.
7. Hard water leads to deterioration and fading of fabrics. It reduces life of your fabrics by 15%
8. Hard water makes hard work out of washing floors, tiles and walls. It renders cleaning ineffective.
9. Craggy hairs, dry hairs, hair loss, all have roots in hard water.
10. Hard water reacts adversely with detergents, which means even your little ones ultra soft towels turn rough on their soft skin. Soft water caresses: Hard water irritates.



How does a water softener work?

A water softener uses a medium that serves to exchange "ions" of Calcium and magnesium with sodium and potassium. This occurs in four steps:

1. To do the ion replacement, the water runs through a resin bed of small plastic beads. The beads are covered with sodium or potassium ions. As the water flows past the ions they swap places with the calcium and magnesium ions. Eventually the beads contain nothing but calcium, magnesium and softening stops. It is then time to regenerate the beads.
2. To regenerate the beads need to regain their sodium & potassium ions by being flooded with a salty brine solution that is rich in sodium and potassium.
3. Once completed, the calcium and magnesium, dirt and sediments are flushed from the beads into the drain in a process called backwash.
4. The final phase rinses the mineral tank with fresh water and loads the brine tank so it's ready for the next cycle.