

Water is life.
Soft water is quality life.



Without

With



■ Not all water is the same

Water is part of our daily life – bathing, cooking, housework and laundry: Like the air we breathe, water is an essential part of our daily routine.

However the hardness of the water we use can cause inconveniences. Water with high levels of hard water minerals such as calcium and magnesium can damage appliances, as well as other systems and equipment.

Limescale deposits, for example, reduce the efficiency of heaters and impair the proper functioning of household appliances and fittings.

Choosing soft water means rediscovering the original taste of foods and beverages. Smooth skin, silky hair and soft, clean laundry are just some of the many benefits of soft water.

■ Enjoy soft water with all of your senses

Feel

- the soft laundry with less mineral residue,
- your shiny, satiny hair and
- your smooth skin, just like after a summer rain.

Turn your home into a personal spa with AXAL®.

Taste and enjoy

- the full aroma of coffee and tea and
- the full flavours of your cooked foods.

Become a true gourmet with AXAL®.

See

- the shiny dishes and glasses and
- forever sparkling bathroom fixtures and surfaces.

Experience your own home as if it were brand new with AXAL®.

"Soft water offers efficiency, sustainability, comfort and convenience."



Soft water – a profitable investment

Soft water means more than just improved comfort and convenience. Cleaning products and laundry detergents work more efficiently in soft water. As a result you will need less of these products, saving you money and benefiting the environment.

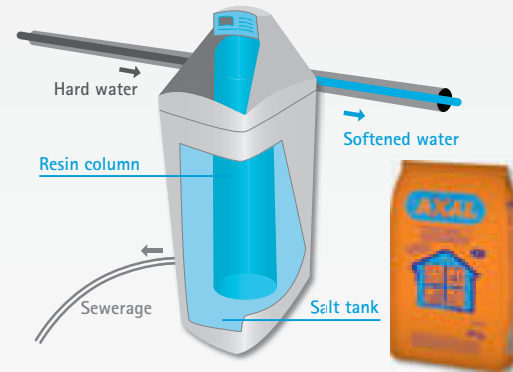


Save time and money with soft water

- reduced energy consumption with the absence of limescale (e.g. heaters, washing machines and dishwashers)
- longer service life for household appliances (e.g. espresso machines, electric kettles and plumbing fixtures)
- lower repair and maintenance costs (e.g. plumbing work)
- reduced consumption of aggressive cleaning agents and less cleaning work for the same level of cleanliness
- up to 50 % reduction in laundry detergent and cleaning agent consumption thanks to improved efficiency

AXAL® is worth its weight in money.

Water softening: the best solution for soft water



A water softening system contains certain ion exchange resins. These ion exchange resins remove hardness ions from the water. After the hard water has passed through the ion exchange resin it is free of calcium carbonate. The water softening system regenerates these ion exchange resins automatically by flushing them with salt water. The brine used for this regeneration process is made from a special salt and flushed out through a drain pipe after the regeneration process.

Do you already own a water softener and profit from the many benefits?

How well your water softener works is not only dependent on the competency of the technician you go to for advice. The efficiency of your water softening system is influenced significantly by the quality of the salt used for regeneration. Therefore it is very important to choose the right product.

AXAL® - the salt tablet of choice

The choice of regeneration salt is of great significance for the quality and efficiency of the ion exchange resin and, correspondingly, the dependability of your water softening system.

AXAL® Salt Tablets have been specially developed for your water softener and offer:

- exceptional purity,
- perfect solubility and
- an optimal form.

AXAL® Salt Tablets are made from food-grade salt and conform to the European standard EN 973 type A and the NF standard, offering optimal conditions for soft water.

With AXAL® Salt Tablets you can enjoy all the advantages of soft water.



We invite you to visit our website:

www.axal.eu



esco
european salt company
Landschaftstraße 1
30159 Hannover

esco – european salt company is ISO 9001 and 9002 certified and follows a quality policy based on EFQM and HACCP.

A K+S Group Company

Choosing soft water requires that just a few precautions be taken; then your whole family can continually enjoy all the benefits of soft water year after year.

Profit from soft, refined water with AXAL®.

*"AXAL® – purest salt
for soft water."*

- ✓ EN 973 type A
- ✓ Codex Alimentarius
- ✓ NF-standard

Your contact person for AXAL®:

