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# WQA AQUATECH USA PRESS RELEASE

FOR IMMEDIATE RELEASE — FEBRUARY 1, 2010

## **Results of softener benefits study to be discussed at WQA Aquatech USA** Participants will learn how to use information in product marketings

**Lisle, Illinois USA** — Results of the Battelle Institute Study on the benefits of water softeners -- and how the results can be used in marketing materials -- will be offered at WQA Aquatech USA 2010, organizers announced today.

The conference and exhibition will be held at the Orange County Convention Center in Orlando, Florida, March 9 - 12, 2010.

An overview of the study will be offered on Wednesday, March 10 at 9:00 am. It will be conducted by Joe Harrison, PE, CWS-VI, WQA technical director and Vincent M. Kent, MP, CWS-I, CI Abendroth Water Conditioning, Inc.

One of the keynote speeches is entitled, “How to Effectively Market the Softened Water Energy Efficiency Study (aka The Battelle Study).” The marketing presentation will take place on Thursday, March 11, from 9:00 am - 9:50 am. A panel presentation, it will feature Robert A. Hague, CWS-VI, Hague Quality Water International, Douglas S. “Sam” Karge, Pentair Water, Vincent M. Kent, MP, CWS-I, CI, Abendroth Water Conditioning, Inc., and Eric B. Rosenthal, Culligan International.

The Battelle Memorial Institute, a non-profit international science and technology enterprise, recently completed its testing. Battelle was retained by the Water Quality Research Foundation to develop and run the tests. Battelle engineers evaluated the energy and costs in heating water versus the savings with softened water. They also examined effects on washing machines, faucet fixtures, showerheads, and dishwashers using hard water versus softened water.

The US Department of Energy says “water heating can account for 14%–25% of the energy consumed in your home.” It is the second highest energy consuming area of a home, next to heating and cooling. Battelle conducted tests to determine how much energy savings household water softeners can provide homeowners.

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ADD ONE

**WQA Aquatech USA**

February 1, 2010 — FOR IMMEDIATE RELEASE

Results of the study have shown that untreated hard water can cause significant efficiency losses and added costs in water heating – up to 48% in some cases. Battelle also found hard water to rapidly lead to clogged showerheads, in some cases possibly as soon as a year and a half of regular use. After just one week of constant testing with hard water, more than three-fourths of showerhead nozzles became clogged, according to laboratory results. Showerheads using softened water, meanwhile, performed nearly as well as on the day they were installed.

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