

FREQUENTLY ASKED CONSUMER QUESTIONS

What are the advantages of using SureSoft® and Nature's Own® water softening products?

The advantages of using SureSoft or Nature's Own water softening products can be seen and felt in many positive ways:

- Softens water with all-natural, high-quality, high-purity salt
- Helps deliver pure, great tasting water
- Helps appliances operate more efficiently
- Helps protect pipes and appliances from hard water scale
- Helps soaps and detergents clean more effectively
- Helps prevent hard water spots
- Helps keep clothes brighter and whiter

How do I decide between salt blocks, cubes, pellets or extra coarse crystals?

No matter what their shape, all of our water softener salts possess the same top quality and value. So the choice of shape really comes down to personal preference.

Salt comes in several different sizes and shapes.

- Blocks that can only be used in specially designed tanks. For maximum brine formation, blocks must always be submerged in water.
- Cubes are about 3/8" thick and vary in width and length.
- Pellets and pellets are shaped like a cough drop and can vary in thickness.
- Extra coarse crystals resemble over-sized grains of table salt.

How do I know if I need a water softener salt with an additive?

When it comes to water softener salts with additives, there are two basic types: one that helps with the removal of rust and one that helps keep a system's resin cleaner longer. So if you have rust in your water, you would benefit from buying SureSoft PelletsPlus with Rust Buster. If you want less system maintenance, you would benefit from buying SureSoft PelletsPlus with Resin Clean.

Should I choose potassium chloride or sodium chloride?

Both sodium chloride and potassium chloride soften water equally well. The main difference is that potassium chloride contains no sodium. If your customers want to (a) reduce the amount of sodium, OR (b) increase the amount of potassium in their diet, they should consider Nature's Own Potassium Cubes.

What is the difference between rock, solar and evaporated salts?

There are three basic types of sodium chloride salts that can be used with water softeners. While solubility does not vary between the three types, the amount of insoluble matter, or purity, does vary.

- Rock salt is obtained by the traditional mining of underground salt deposits. Rock salt is typically the most economical choice for water softeners. Unless optically-sorted, which will reduce the level of insoluble matter in the rock salt, it usually contains higher levels of impurities that eventually settle at the bottom of the brine tank. Rock salt is most commonly sold in crystal form.
- Solar salts are obtained mainly through evaporation of seawater or inland brine resources, which are more pure and have considerably less insoluble matter than rock salt. Though most commonly sold in a crystal form, it is also available in compressed pellets, cubes and blocks.
- Evaporated salts are obtained from underground deposits with a solution-mining process; moisture is then evaporated using natural gas or coal. Evaporated salts are the purest and contain the least amount of insoluble matter of the three types. They may also be the most expensive. On the other hand, they are the most convenient because they leave less sediment, which means less softener cleaning. They are available in compacted pellets, cubes and blocks.

Whether the salt type is rock, solar or evaporated, they all deliver the same performance. The high-quality salt offered by SureSoft may contain optically-sorted rock, solar or evaporated salt, depending on the region. Whatever the source of the salt, you can be assured that SureSoft provides 100% natural, high-quality salt for your water softening needs.

