

...with the super efficient, super economical, super smart SuperSoft.



Non-electric

Our system is powered purely by water, which means no tricky settings, adjustments or risk of malfunctions.

Here's the super part:

The clever SuperSoft monitors your water use and only processes the water you need, eliminating waste and reducing energy use.



Highly Reliable

Every operation the SuperSoft makes is carried out in soft water, so our system works better and lasts longer, saving you money and keeping them out of landfills.

Here's the super part:

SuperSoft technology has been known to last for over 30 years and comes with a 5-year guarantee.

Inspired Technology

The SuperSoft is one of the most compact and efficient water softeners available; it even fits under your kitchen sink.

Here's the super part:

We designed and patented the first twin cylinder non-electric tank. It guarantees maximum efficiency and provides continual soft water at full flow 24/7.



Just add salt

All you need to maintain your SuperSoft system is salt. Simply top up with salt blocks when required and it's ready to go.

SuperSoft HE Ideal for vented systems (e.g. gravity tank)		SuperSoft HF Ideal for pressurised systems (e.g. mega flow, combi boiler)	
Service Flow Rate	25 litres per min	Service Flow Rate	33 litres per min
Peak Flow Rate	35 litres per min	Peak Flow Rate	48 litres per min
Regeneration Time	12 minutes	Regeneration Time	12 minutes
Regeneration Volume (including backwash)	23 litres	Regeneration Volume (including backwash)	23 litres
Height	495 mm	Height	495 mm
Depth	475 mm	Depth	475 mm
Width	205 mm	Width	205 mm
Min Operating Pressure	12 psi (0.83 bar)	Min Operating Pressure	12 psi (0.83 bar)
Max Operating Pressure	120 psi (8.3 bar)	Max Operating Pressure	120 psi (8.3 bar)
Salt Type	Block or Tablet	Salt Type	Block or Tablet

5 year parts guarantee available for both HE and HF models

SuperSoft
by Kinetico

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SuperSoft
by Kinetico

Save over
£400
a year!

Start every day
SuperSoft



Live softer with our latest non-electric high performance water softener.

Enjoy the luxury of soft water, all day every day...

Save up to **£400** a year!



Freshen up

Jump into a crystal clear shower (singing is optional). Step out and admire how shiny your hair is and how beautifully clean and soft your skin is, thanks to soft water.



Dry off

Snuggle up in a SuperSoft, fluffy towel and slip on your feel-like-new clothes.



Spend less time cleaning

Live your life free from limescale - giving you more time to enjoy your sparkling, SuperSoft home.



Get the kettle on

Fill up your gleaming, scale-free kettle. Enjoy tea the way it's supposed to be, pure, clear and full of flavour.



Save on the weekly shop

Save on cleaning products, hair care products and replacing broken appliances. With SuperSoft you'll need up to 75% less soap and detergent, saving you time and money.

Item	Cost	% saved	You save
John Frieda Shampoo	£5.90	75%	£4.25
Radox Bath Soak	£1.90	75%	£1.42
Gillette Razor Blades	£6.89	75%	£5.16
Nivea Shaving Gel	£2.90	50%	£1.45
Dove Hand Cream	£1.59	50%	£0.78
Ariel Fabric Detergent	£9.69	75%	£7.26
Lenor Fabric Conditioner	£3.89	100%	£3.89
Bloo Toilet Cleaner	£1.60	50%	£0.80
Domestos Bleach	£1.12	75%	£0.84
Fairy Washing Up Liquid	£0.78	50%	£0.38
Finish Dishwasher Powder	£2.20	75%	£1.65
Daisy Rinse Aid/Salt	£1.50	100%	£1.50
Calgon Tablets	£2.40	100%	£2.40
Viacal Limescale Spray	£2.00	100%	£2.00
General Cleaners	£2.00	50%	£1.00
total savings			£34.78



After a long day...

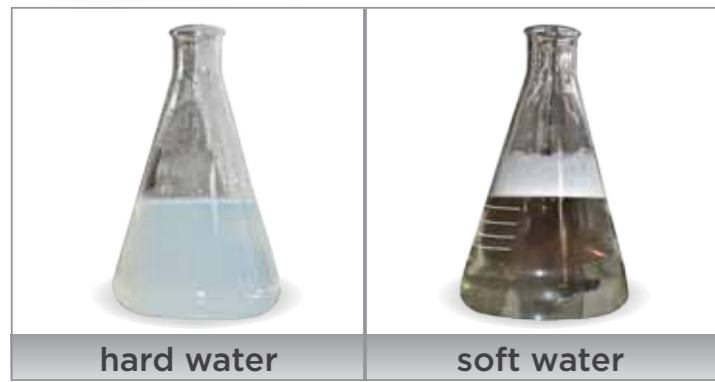
Don't be scared to turn up the heat. With a scale-free central heating system and pipes, getting warm is that much easier and cheaper!



91% of eczema sufferers reported less itchiness*

* Results from a recent talkhealth product trial, using Kinetico softeners

"Official government figures confirm that just 2mm of scale on appliances such as washing machines reduces efficiency by up to 12%."



hard water

soft water

When you add soap to hard water it won't lather properly and leaves nasty scum. SuperSoft will bring back the bubbles, giving you truly cleansed and beautifully soft skin.



hard water

soft water

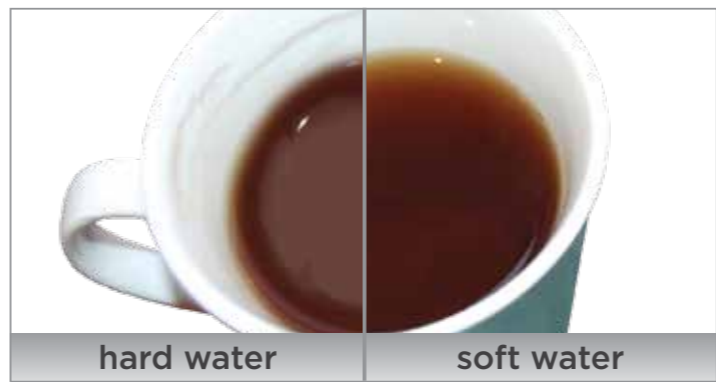
Towels washed in hard water quickly become scratchy and faded. Keep them fluffy and bright and wash with SuperSoft water.



hard water

soft water

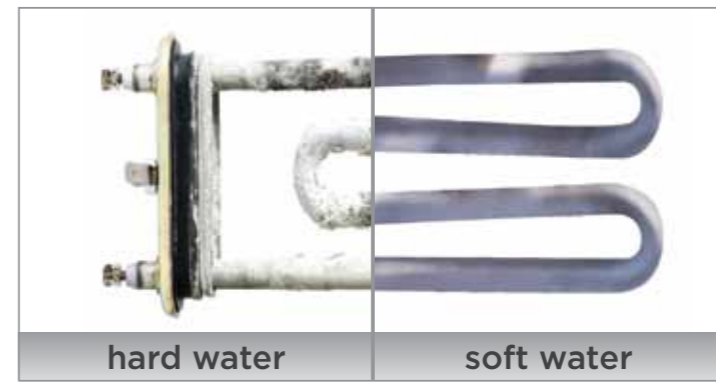
No sooner have you cleaned away those hard water deposits - they're back. Keep shower screens, taps and sinks cleaner for longer, without all the effort.



hard water

soft water

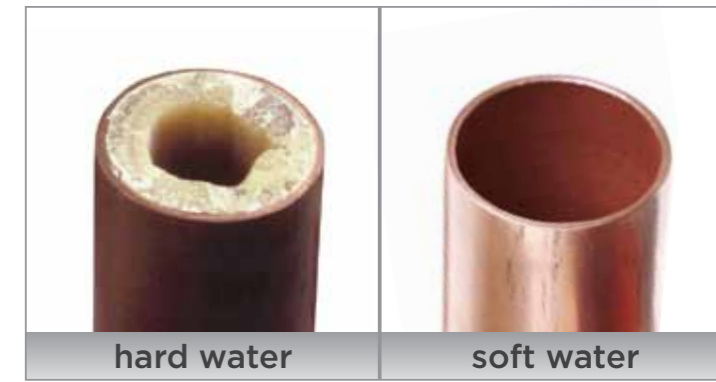
Ever wondered why your tea is covered with a filmy layer? This nasty surface is caused by hard water. Changing to soft water means clear, pure, tasty tea (minus the scum).



hard water

soft water

When hard water is heated, the magnesium and calcium separate to form thick, crusty limescale inside your heating system and appliances.



hard water

soft water

Scale builds up in pipes and radically cuts short the life of your household appliances. You'd be shocked by the unseen damage occurring every day in your home.