



Press Release

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For Immediate Release

Citrus. Not salt. nuvoH2O releases a new, green residential water softener using citrus instead of salt.

SALT LAKE CITY, UT – nuvoH2O, a leading innovator of water softening and filtration solutions announced their release of a new line of residential water softeners that use citrus instead of salt. The ingeniously compact nuvoH2O Water Softeners inexpensively provide naturally conditioned water without the hassle of salt. Building on over 25 years of experience in commercial applications, the nuvoH2O system provides an eco-friendly alternative to conventional salt-based systems.

The nuvoH2O Salt-Free Water Softeners use a process called chelation (pronounced key-LAY-shun). The nuvoH2O chelant, a proprietary citrus formulation, binds with the hard water minerals so that they cannot react with other elements to produce scale. Unlike salt-based softeners, nuvoH2O not only prevents hard water build-up, but it also removes existing hard water build-up. Every year literally millions of appliances like water heaters and dishwashers breakdown prematurely due to the ravages of hard water. nuvoH2O softened water can extend the life of these appliances twenty percent (20%) or more freeing our environment and landfills of all of the unnecessary waste and expense. What's more, typical hard water build-up in water heaters requires as much as thirty percent more energy to heat water.

Aside from very poor tasting water, most water softeners have environmental consequences that are rarely discussed. Salt-based softeners waste millions of gallons of water every year while discharging their salty brine into the sewers and our rivers and streams. Some municipalities in recent years have recognized this issue and have banned the use of salt-based softeners in their cities. nuvoH2O addresses these issues head-on by providing a waste-free solution using citrus that saves the water that other softeners flush into our water treatment plants.

For years, soft water has meant buying, lugging and dumping salt into the water softener. Salt is also the number one reason for not buying a new softener. Additionally, many owners of traditional salt-based softeners fail to properly maintain, or have even abandoned their systems due to the hassle of salt. Introducing nuvoH2O with Citrus instead of salt. A single nuvoH2O cartridge replaces hundreds of pounds of salt and lasts six months or more. When empty, it takes just a few minutes to change cartridges; all at about the same cost of salt.

"We are excited about this innovative new technology that finally breaks the barrier for residential water softening without salt," said Laird Washburn, president and CEO of nuvoH2O. "Unlike most no-salt options that only prevent hard water build-up, nuvoH2O will allow us to enjoy all of the benefits of soft water while still preserving our environment."

What's more, salt-based softeners have long been limited to larger homes with space-to-spare. The nuvoH2O innovative compact design also opens the door for customers in apartments, condos, and townhomes whose home size and limited space have prevented them from installing conventional water softeners.

nuvoH2O is not only good for our environment but can save the consumer thousands of dollars. nuvoH2O softened water lowers the cost of heating water by eliminating lime scale, extends the life of most household appliances, fixtures and plumbing, decreases soap use and even increases the life of clothes and fabrics.

The nuvoH2O water softener is priced from \$499 to \$999 and is available in three models: The Studio System (5" x 14") for condos, townhouses and apartments up to 1000 sq feet; the Home System (5" x 24") for homes up to 2500 sq feet and 4 occupants; and the Manor System (8" x 29") for homes larger than 2500 sq feet and larger families.

About nuvoH2O

Founded by Laird Washburn and headquartered in Salt Lake City, Utah, nuvoH2O is a leading innovator of water conditioning and filtering products for residential markets. nuvoH2O provides home owners with innovative, eco-friendly water softeners coupled with award-winning service.

To learn more about nuvoH2O, please contact:

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