

SOFTENING THE BLOW

Sarah Welsh writes for Monarch Water about why it's important for plumbers to install water softeners which are more efficient and use less water

Sustainability is an important issue in 21st century Britain, particularly when it comes to water.

More than just a buzzword, creating a sustainable approach to water usage is high on the government's list of priorities. In fact, it has plans to reduce individuals' water use from 140l per person, per day to 100l by 2045 and just 50l in 50 years' time.

So, what does this mean for the plumbing industry? Well, in short, it means consumers will be on the lookout for products which will not only reduce their water and energy consumption, but cost them less too.

Consumers are receptive to

the idea of sustainability because being more conscious of their water and energy consumption not only benefits the environment, but also their wallets. After all, water and energy comes at a cost, so anything that saves consumers money is an appealing option.

"With the average family living in a hard water area producing around 70kg of limescale every year, pipes can be thick with scale. This coats heating elements in boilers, washing machines, and dishwashers, making them less efficient and more costly to run," explains Kevin Johnson, Managing Director of Monarch Water and Technical Director of the UK Water Treatment Association.

According to British Water, just 1.6mm of limescale on a heating

element reduces its efficiency by up to 12%, which can lead to increased likelihood of breakdowns and decrease longevity of equipment. Investing in the next generation of water softeners will not only remove any existing scale and prevent any forming, but will use less water and energy than equivalent models during regeneration.

According to research carried out by the Consumer Council for Water, attitudes to using water wisely have changed over the last three years, with 66% of English and Welsh adults having made a conscious decision to use less water, compared to 53% in 2015.

The consumer watchdog concluded that those who made the decision to be more frugal with water were driven by the financial benefits and environmental considerations.

Those who have already made a conscious decision to use less water are likely to be taking action in other ways such as turning taps off when brushing their teeth and

taking more showers instead of baths.

This demographic, who are more engaged in the cause, will also be more receptive to other ways they can reduce their water use. This provides installers with the perfect opportunity to introduce the most efficient products on the market, highlighting the long term benefits, such as lower running costs and increased efficiency.

Showing customers the latest in water softening technology offers installers a potential upsell while ensuring they are offering them the most efficient option.

Even Emma Howard Boyd, Chair of the Environment Agency, has stated the following: "Industry must innovate and change behaviours in order to reduce demand and cut down on wastage. We all have a duty to use water more wisely at home."

Manufacturers, such as Monarch Water, are responding to consumer demand for more sustainable options by developing new water softeners which enable consumers to protect their home from the negative effects of limescale in a more environmentally friendly and efficient way than ever before.

"Conserving water is important to today's consumers and this was the driving force behind the development of our new range of high efficiency water softeners," said Kevin. "We drew on our 50 years of industry knowledge to produce a more sustainable solution to water softening, which uses up to 24% less water and 12% less salt."

With the industry taking note and focussing its efforts on more sustainable options, installers have greater potential to upsell when it comes to installing water softeners, resulting in customer satisfaction and bigger profits.

