

## Comparison Data\*

Key Feature	Kinetico 2020C HF™	TwinTec S3™	Ensign CMD-11AVSM
Output per regeneration	270 litres	483 litres	1755 litres
Flow rate peak	51 litres/min	65 litres/min	84 litres/min
Regenerations per month	81	45	15
Salt cost per month	£ 23.84	£ 15.48	£ 12.38
Electric cost per month	£ 0.00	£ 0.00	£ 0.12
Water cost per month	£ 1.32	£ 0.66	£ 0.76
Total running cost per month	£ 25.16	£ 16.14	£ 13.26
Softening process	Ion exchange: non electric	Ion exchange: non electric	Ion exchange: non electric
Continuous supply of water 24 hours a day	Yes	Yes	Yes
Salt low indicator	None	None	Yes: Audio with volume and visual
Salt storage capacity	8Kg	8Kg	20Kg
Salt type	Block salt 8Kg pack or tablet salt with adaption	Block salt 8Kg pack	Tablet salt 10Kg bag
Guarantee	10 year faulty parts only unknown labour unknown call out	10 year faulty parts only 2 years labour unknown call-out	5 year faulty parts inc wear 5 years labour 5 years call-out



Not all water softener systems are the same.

The fact is there is no better domestic water softener system than an Ensign

No other product compares with our build quality, rather nifty electronic specification and unbeatable lifetime of customer support.

It's something we're really rather proud of.

## Lifetime Of Your Water Softener

Your Ensign water softener will typically require a factory rebuild every 10 to 15 years, depending on the amount of dissolved iron in the supply water. After that it will function like new again for another 10 to 15 years. We have offered this service since 1982 and it's simply part of our customer support service.

Some companies offering block salt softeners do not share our view that your water softener is never too old to be efficiently maintained. They have no passion to get their hands dirty, repair and rebuild after 10 years, 20 years or 30 years and offer a lifetime of customer support for as long as you have your Ensign water softener. They prefer to try and sell you a new one instead of offering support and choice. We think they're wrong.

\*Based:

Daily consumption @ 720 litres  
Tablet salt delivered @ 59.8p/Kg  
Block salt delivered @ 98.0p/Kg  
Water cost @ 86p per M<sup>3</sup>



## Myth Busters

FICTION	FACT
Ensign do not have a non-electric water softener.	All water softening is non-electric. Only the electronic controller and salt monitor systems use electric and then only between 0.4 and 6 watts @ a safe 12 volts. That's about 12p per month.
The only choice is 8Kg block salt or heavy 25Kg tablet salt.	Tablet salt has been available in 10Kg bags with a handle since 1998, which is convenient for the user to manage. Costs a lot less than block salt too.
Ensign's must be serviced.	Service schedule: - About once per month, the Ensign water softener will tell you when the salt is getting low and needs refilling within the next 7 days. Every 10 to 15 years the Ensign water softener will need the softening media to be changed in the workshop.
We must fit a carbon filter on your hard water drinking tap and charge you to send the cartridge every 6 months.	There is no need to filter your hard water tap unless you really want to. Carbon block filters are a modest optional extra with low on-site cartridges changes when combined with your regular salt deliveries.
Ensign have a short guarantee and limited support.	Ensign's have the assurance of a an unconditional 5 year parts guarantee, 5 year labour, 5 year call-out guarantee and a 12 months money back guarantee if not completely satisfied. After that period Ensign will continue to support you for as long as you have your water softener.  Unlike some other companies, we never tell you your softener is too old and you'll have to buy another one. We promise a lifetime of support. It's as simple as that.
We must rush out and visit your house as soon as we can to quote you for your installation.	No reputable company would try to rush out and push you into a 'sign tonight deal'. Some of our best customers have thought about it for years before contacting us. We hate pushy companies.



Facts, not fiction  
Information  
not hype

### Key Differences

Block Salt Softener	Ensign CMD-11AVSM Softener
1. 8Kg Block salt costs about 63% more per Kg than 10Kg Tablet Salt from some websites. (Jan 12)	1. This means the Ensign will cost approx. £37 less per year in salt costs adding up to £558.00 less to run an Ensign over a 15 year working life.
2. Warranty is voided if you don't buy their block salt at premium price.	2. Ensign say there is absolutely no difference between brine made from block salt, tablet salt or granular salt. The real difference is just marketing.
3. User has to remember to check the salt levels periodically before it runs out by opening the cupboard and looking inside the softener themselves.	3. The Ensign Salt Monitor will check the salt levels for you and alert you with a flashing LED and gentle bleep about 7 days before it runs out.
4. A block salt softener keeps a second cylinder offline where water can stagnate over long periods of inactivity like holidays.	4. The Ensign CMD-11AVSM will keep things fresh every 7 days no matter how long your holiday.