

SoftPro Water Softener Targets America's Hard Water Problem With NSF-Certified Elite Smart HE System

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An estimated 85% of U.S. households receive water classified as hard or harder, based on U.S. Geological Survey hardness thresholds water carrying dissolved calcium and magnesium that can damage plumbing, reduce water heater performance, and shorten the life of household appliances over time. SoftPro Water Systems has built the SoftPro Elite Smart HE Water Softener to remove those hardness minerals at the source through ion exchange, rather than through methods that only alter mineral structure.

Left untreated, calcium and magnesium buildup coats pipes, faucets, and showerheads with scale, restricting flow and shortening fixture life. A 2009 study conducted by the Battelle Memorial Institute for the Water Quality Research Foundation found that even a thin layer of mineral scale measurably reduces water heater efficiency, with losses that increase as buildup thickens.

Hard water also causes soap and detergent to perform poorly, often leaving dishes spotted and laundry dull, and is commonly associated with dry skin and hair. SoftPro's own marketing materials cite broader

water-treatment industry estimates that hard water can add several hundred dollars a year in extra soap, energy, and appliance-related costs, and increase the time households spend on routine cleaning - figures the company attributes to industry research rather than an independent audit conducted for this release.

"Homeowners tend to treat hard water like a fact of life instead of a fixable problem," said Craig Phillips, a spokesperson for SoftPro Water Systems known to customers as "The Water Guy." "By the time people notice the scale on their fixtures, that same mineral buildup has usually already been working against their water heater and appliances for months."

The SoftPro Elite uses ion-exchange technology to remove calcium and magnesium from water, in contrast to salt-free conditioners, which alter mineral structure but do not remove hardness minerals from the water.

The system runs on 10% high-capacity crosslinked resin, which the company states is more resistant to chlorine degradation than the 8% crosslink resin used in many standard softeners, a relevant distinction for households on chlorinated city water.

Rather than regenerating on a fixed timer, the control valve uses demand-initiated regeneration, triggering a recharge based on measured household water use; the company reports that this is why a typical household uses roughly one 40-pound bag of salt every two to four months.

A precision brining system adds further savings by pre-building part of the brine charge and calculating the remaining amount needed based on resin depletion, which SoftPro states reduces salt use by up to an additional 30% beyond demand-based regeneration alone. Upflow regeneration and an automatic backwash override are designed to reduce water waste during regeneration on clean municipal supplies, and the system's 1-inch-plus internal plumbing is sized to limit the pressure drop that can occur with undersized softeners when multiple fixtures run at once.

Some customers and independent reviewers have described the Elite Smart HE as the best water softener for city water homes seeking measurable hardness removal without excessive salt or water use. The system is available in four grain-capacity configurations - 32,000, 40,000, 48,000, and 64,000 grains ? sized to household size and local water hardness, with optional Gold and Gold+ whole-house filtration bundles that add chlorine, chloramine, and fluoride reduction for households on municipal water.

SoftPro states that the Elite Smart HE is tested to NSF/ANSI 44, the industry standard covering material safety, structural integrity, and rated softening capacity for cation-exchange water softeners. Company materials list testing and certification marks from NSF International, the Water Quality Association (WQA Gold Seal), and IAPMO R&T. The manufacturer also holds ISO 9001 certification, which addresses the company's quality management processes rather than the performance of the product itself. Every system

ships with a limited lifetime warranty on the control valve and core components, backed by a 60-day money-back guarantee. "Independent certification is what separates a tested performance claim from a marketing claim," Phillips said. "We built the Elite to hold up to that scrutiny."

SoftPro Water Systems, operated by Quality Water Treatment, Inc., is a direct-to-consumer manufacturer of residential water softeners and whole-house filtration systems headquartered in Box Elder, South Dakota. The company states it has served more than 100,000 households across the United States, with products shipped from nine warehouses nationwide and backed by U.S.-based customer support.

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SoftPro Water Systems

SoftPro Water Systems specializes in delivering innovative, high-quality water softener, filtration and treatment solutions for homes and businesses.

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