



SoftPro Water Systems Introduces Water-Matching Approach to Home Water Softener Selection

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Choosing a water softener is often more complicated than homeowners expect, because the right system depends less on brand and more on the water itself. Hardness is measured in grains per gallon, or GPG, with water under 1 GPG considered soft and readings above 7 GPG classified as hard. Many households, particularly those relying on well water, record levels well beyond that threshold. SoftPro Water Systems has organized its product line and testing tools around that reality, emphasizing that a softener sized incorrectly for local hardness will exhaust its resin quickly, regenerate too often, and wear out sooner.

The company, a water treatment provider with more than 30 years in the industry, addresses the matching problem through its WISDOM Water Intelligence System. The platform includes a free sizing calculator, a location-based Water Score report built from EPA data and regional water reports, and system recommendations based on household size and daily usage. The goal is to align a system to a specific water profile rather than to a generic assumption about household needs.

The product range is divided by water source. For city water, the lineup includes the SoftPro Elite and SoftPro ECO softeners, an Elite salt-free conditioner, the Chlorine+ Carbon whole-house filter that targets chlorine, chloramine, PFAS and pesticides, and the Fluoride and Chlorine+ filter. For well water, options include Elite and ECO softeners, the AIO Iron Master iron filter, which uses air injection with Katalox media to address dissolved and particulate iron along with manganese and hydrogen sulfide, and a pH neutralizer calcite filter. Commercial applications are served by the Pro Series system.

At the core of the lineup, the SoftPro Water Softener line centers on the SoftPro Elite HE, which uses salt-based ion exchange with upflow regeneration and a demand-initiated control valve. Rather than regenerating on a fixed timer, the valve responds to actual water consumption, which reduces salt and water use over time.

Third-party standards also factor into the company's positioning. Its systems reference NSF/ANSI 44, which covers residential cation exchange water softeners and verifies hardness reduction and material safety, along with NSF/ANSI 42 for aesthetic effects such as chlorine taste and odor, and NSF/ANSI 372 for lead-free compliance. The company also notes WQA, IAPMO, ISO 9001 and ANSI recognition.

"Water chemistry varies from one street to the next, so the first question is always what is actually in the water, not which model to buy," said a spokesperson for SoftPro Water Systems. "A softener addresses hardness, but iron, chloramine, fluoride and sulfur each require dedicated filtration, which is why whole-house water filtration and softening are considered together."

In general terms, properly matched treatment can help prevent scale buildup in plumbing and water heaters, improve soap performance, and leave a gentler feel on skin and hair. The company backs its core components with a lifetime warranty and offers a 60-day money-back guarantee.

SoftPro Water Systems specializes in residential and commercial water treatment, including softeners, whole-house filters, iron filters and commercial systems. Homeowners can run a free water report and review options at softprowatersystems.com.

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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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