

ENSIGN 

The Water Softener Centre

www.TheWaterSoftenerCentre.com

Tel 01672 497272

*Water Softener
Specialists Since 1982*

Water Softener Brochure & Price List

October 2025

**No Scale, No Scum,
More Bubbles, Less Soap,
... No Kidding!**



**Picture yourself with softened water in your home
on a home trial for only £21.00 per month**



Facts, Not Fiction Information, Not Hype

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Tel 01672 497272

*How can we
help you
today?*



What Will It Do For Me?

SOFTENED WATER

- No hard scale, no soft scale. In fact there is no scale formation at all.
- Quickly dissolves existing scale.
- Approx. 75% less soap and detergent required.
- More lather and no soapy scum to clean off!

The above summary is not contrived. It is simply a realistic appraisal of what you can expect when you fit an ion exchange water softener from Ensign.

Softened water dissolves existing scale quite rapidly. The rate of descaling is directly proportional to temperature. From our experience we can tell you that a kettle @100°C will clear in about 14 days, whereas 12 years of scale in the hot water tank @ 60°C takes about six months to dissolve.

Softened water is very efficient with soap. When it's presented all the soap will dissolve making lather rather than cloudy soap scum.

No Scale, No Scum,
Less Soap, More Bubbles
... No Kidding!

This simply means is that you can use less soaps, detergents, shampoo etc. and get a better result than before.

NOW THE SCALE HAS GONE

It's a fact that scale quickly gets forgotten as a thing of the past. What people remember is the dramatic effect your new softened water has on the soaps, detergents and shampoo etc.

FACT

In reality most people use about 75% less soaps, detergents and shampoo than they did before and enjoy the extra suds.



SOFTENED WATER:
No Scale, No Scum, Less Soap,
More Bubbles ... No Kidding!



ORDINARY HARD WATER:
Scale And Soap Scum Builds Up.

What Does It Take To Fit A Water Softener?

All the water that needs to be softened is diverted from the incoming water stopcock via new plumbing into the water softener.

It is usually best to put the machine where it is easy to get to for filling with salt. This has to be done every four weeks or so. All the pipes are then run back to the incoming water stopcock. This could mean that the softener is in another cupboard, another room or even outside.

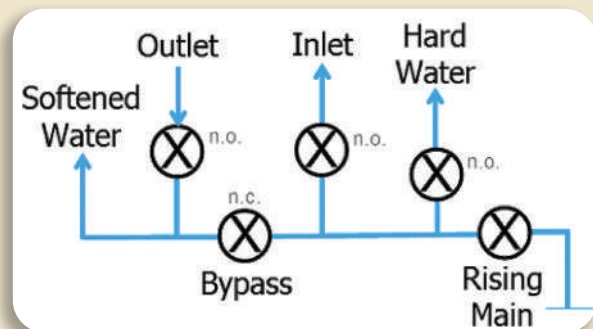
Generally the water softener will fit in most cupboards, but for ease of installation a 250 mm base unit is the smallest to consider.

In plumbing terms, if the line between the water softener and the incoming water stopcock crosses a doorway or has to go behind a built in boiler it is better to look for an alternative location.

Access to a drainage point is required to put waste water down. You'll need to find a suitable location for the remote salt monitor. Finally the electronic controller requires an electrical connection that is reduced down to 12 volts for the water softener.

The Marlborough factory have often shown customers how it can be done when others have said it can't be done. We're really rather good at it.

See Ensign support services on page 21 for details of our renowned free Site Survey Advice Service.



FACT

We recommend putting the water softener where it's easier for you to fill it with salt and then run the lines back to the rising main stopcock. This means the premium space under the kitchen sink might not be the best place for your water softener. We'll show you the best places.

In this way, making it easy for you and slightly harder for the installer without any more cost will pay handsome dividends for you in the future.



Sodium And Softened Water - The Facts

The average daily intake of sodium from all sources for an adult is 3500 mg (9 g of salt), but experts advising the Department of Health recommend a reduction to about 2300 mg (6 g of salt). Many natural foods, processed foods and drinks contain sodium, and contribute to this total intake.

Typical examples are - two glasses of milk contain 325 mg of sodium, and two slices of bread contain 375 mg.

For comparison, an adult in a average hard water area (300 mg/l calcium carbonate) drinking 4 pints (2 litres) of artificially softened water per day would add only 310 mg of sodium to their average daily intake.

Information above extracted from the independent Consumers' Guide to Water Softeners by British Water.

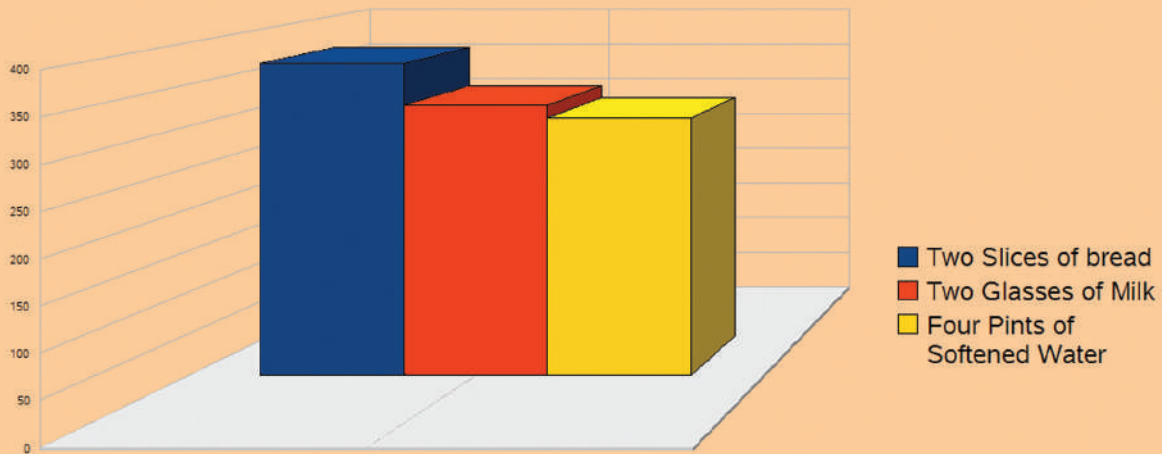
Copy available to download on our website under the support section scan here.



FACT

To put things in a sensible perspective; in a cup of tea or coffee there is more sodium in the milk than there would be in the softened water cup of tea.

How much sodium is there in softened water?



4 pints of softened water has less sodium than 2 slices of bread or 2 glasses of milk.

Can I Drink Softened Water?

Everyone can drink softened water unless they are on a medically supervised sodium restricted diet or a bottle fed baby less than 6 months old.

Softened water makes a stronger flavoured tea, you don't get a 'skin' on it and no scale in the kettle either.

The fact is unlike naturally occurring soft water, softened water has no link to increased occurrence of cardiovascular disease as it has exactly the same amount of dissolved solids in it as hard water.

All we have done with a water softener is exchanged a metal calcium ion that causes scale and soap scum for a metal sodium ion that does not.

In fact, Gall stone treatments include the advice to drink plenty of softened water.

The independent Consumers' Guide to Water Softeners by British Water is recommended reading to allay fears and put things into perspective.

FACT

Unlike the USA or the rest of Europe, in the UK there is a recommendation that one tap in the house is left un-softened

In practise this usually means a third tap or a nifty three-way Apollo tap at the kitchen sink if possible.



3-way Apollo tap, model C, the one-tap solution



Orion hard water mini tap

Why Buy Ensign?

Ensign is a specialist family OEM business that has been manufacturing and rebuilding water softeners since 1982. In that time we have build up an enviable reputation. We promise a lifetime of support because you can trust us to support you now and in the future, it's as simple as that.

Unlike some other companies, we never routinely tell our customers your water softener is too old, we can't help you or you'll have to buy a new one.

If you get a problem in years to come, call us first. We take our customer support very seriously. You'll be talking to someone who is friendly, knowledgeable and within seconds has all your details to hand.

Our 4th generation water softeners can be rebuilt to original factory specification after decades of hard work to maintain their working life.

The oldest working Ensign water softener is currently 41 years old and still going strong. We aim for service beyond your expectations.

Buying direct from us gives you the confidence that you have the full backup of the original

equipment manufacturer behind you. We have every part available from stock, our own factory trained on-site engineers and a formidable product and installation knowledge that you simply don't get elsewhere.

Our field engineers are available for salt deliveries, after-sales work or complete factory rebuilds.

People trust us because we know what we're doing and we're good at it. People are satisfied with us and know we've been around for a long time.

Remember, our good service isn't expensive, it's priceless and it's included as standard with every Ensign Water Softener.



- RENTALS
- REBUILDS
- TRADE IN
- SALES
- SALT SUPPLIES



The 4 Generations Of Water Softener

1st Generation

Simple time controlled. Early technology.

Pro	Cons
<ul style="list-style-type: none"> • Lowest cost. 	<ul style="list-style-type: none"> • Inefficient time controlled fixed regeneration interval.

2nd Generation

Simple meter controlled. **Metered is best** precedent set in 1983.

Pro	Cons
<ul style="list-style-type: none"> • Measures daily water consumption. 	<ul style="list-style-type: none"> • No look ahead optimization. • No anti-stagnation technology.

3rd Generation

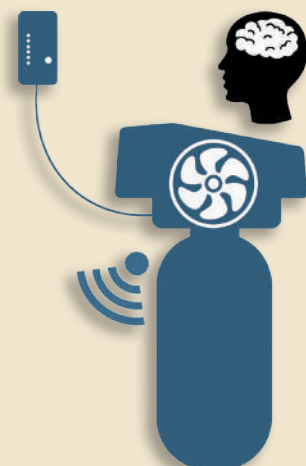
Mechanical twin tank meter controlled. No low salt warning, no anti-stagnation tech.

Pro	Cons
<ul style="list-style-type: none"> • Measures daily water consumption. • Low height. • Uses a complicated mechanical mechanism with water running down the drain to power the recharge process. 	<ul style="list-style-type: none"> • Recharges 2 or 3 times a day when you are using the water, due to a very low capacity, typically when you're in the shower. • Water in twin tanks will stagnate without any consumption on holidays. • Owner is obliged to use more expensive branded block salt.

4th Generation

Intelligent self setting meter controlled. Artificial intelligence learns about your water usage and adjusts itself daily to match your actual consumption. Recharge is completely automatic and with look ahead technology, never too late, never too soon.

Pro	Cons
<ul style="list-style-type: none"> • Measures daily water consumption combined with a self setting and daily optimization function. • Anti-stagnation & nil hard water let-through look ahead technology. • Remote system monitor with low salt warning. • Auto brine tank LED. • Lower water consumption. • Reduced salt consumption. 	<ul style="list-style-type: none"> • Recharges 2 or 3 times a week and always @ 2:00am when only hard water is available for 59 minutes. Can be adjusted to recharge at another time if you regularly take baths 2 or 3 times a week @ 2:00am. • The electronic controller uses a 12v plug-in transformer that costs about 30p/month.



Introducing The New C-AVSM4 4th Generation Water Softener

Intelligent, Self Setting, Tried, Tested & Trusted

AUTOMATIC SALT MONITOR

The Ensign Water Softener has a built-in automatic salt monitor which means it's the only water softener that automatically checks the salt level itself and lets you know about 7 days before it actually runs out of salt. Because there's no fiddly buttons to remember to press here, the Ensign remote salt monitor and brine tank LED light are reliable, time-tested and completely automatic. With all the others you are forced to keep remembering to open the cupboard and check salt levels yourself by peering inside!



The smart salt monitor is completely automatic and a pretty useful feature for softeners out of sight behind closed cupboard doors

AUTOMATIC SETTING

This one sets itself and regenerates only when absolutely necessary. The look ahead nature of this enhanced meter control means that it easily overcomes and outperforms the conventional single cylinder softeners and there's no second cylinder where water can stagnate either.

LOW SALT CONSUMPTION

The C-AVSM4 range can use Tablet salt or Block salt and is exceptionally efficient. Each one is individually calibrated for optimum performance prior to despatch.



BUILT-IN NON-VOLATILE BACKUP

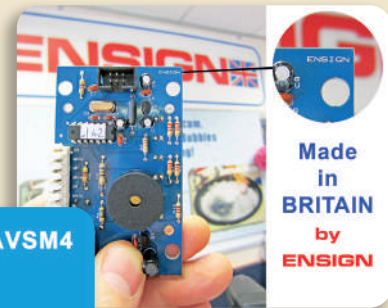
Critical data retention is maintained for 20 years @ 85°C without power.

5 YEAR GUARANTEE + 12 MONTH MONEY BACK

5 Year manufacturers parts, labour, fair wear and tear and call-out guarantee on all new machines. In addition we promise a 12 month no quibble money back guarantee if you are not completely satisfied.

INDEPENDENTLY TESTED AND APPROVED

This is one of only a very few machines to achieve the National WRC Approval Certificates, originally in 1995.



ROBUST CONSTRUCTION

White high gloss marine grade GRP. Same material as specified by Lloyds of London for ocean going yachts. There's no flimsy plastic cabinets here, it's quality through and through. Unlike some others, turn this one upside down and it won't fall apart in your hands.

The advanced new C-AVSM4 leaves the mechanical 'non-electric' block salt softeners in the dark ages.

Professional Installation Service

Unlike some others, we use Professional qualified C&G trained plumbers.

The benefits to the customer is no cut-corners and a hassle free installation experience.

Since 1982 we have accumulated a wealth of water softener installation knowledge that simply cannot be obtained elsewhere.

One installer completes a typical installation in one day.

Individual home site survey and free written quotation are available on request, daytime, evenings and weekends.



PROFESSIONAL, FIXED PRICE WATER SOFTENER INSTALLATION INCLUDES

- Routing all water with full bore valves and waste connections as required.
- Hard water Orion mini tap fitted in chrome.
- 5 x 10Kg tablet salt delivered.
- Electrical connection if required.
- Pressure reducing valve if required.
- All sundries.
- No hidden costs.

within postcode trading areas shown on page 22



Not all Water Softeners are the same

Comparison Data using 4 person household & delivered salt.

Key Feature	Kinetico 2020C HF™	Harvey/TwinTec S3™	Ensign C-11AVSM4	Ensign C-6AVSM4
Softening process	Ion exchange: non-electric	Ion exchange: non-electric	Ion exchange: non-electric	Ion exchange: non-electric
Regeneration during the day while you are using the shower	Yes	Yes	Never	Never
Anti-stagnation controller	None	None	Yes	Yes
Automatic salt low indicator	None	None	Yes	Yes
Brine tank LED light	None	None	Yes	Yes
Metering system	Mechanical	Mechanical	Electronic	Electronic
Salt type used	Block 8 kg pack	Block 8 kg pack	Tablet salt 10 kg bag	Tablet salt 10 kg bag
Guarantee includes faulty parts & faulty workmanship	10 year	10 year	5 year	5 year
Includes fair wear and tear	No	No	Yes	Yes
Includes labour	1 year	1 year	5 year	5 year
Includes call-out	1 year	1 year	5 year	5 year
Rebuild service offered after 10 to 15 years*	No	No	Yes	Yes
Output per recharge - litres	273	327	1773	864
Salt storage capacity - kg	8	8	18	13
Salt storage capacity - days	11.4	11.8	26.1	16.3
Max flow rate l/min	51	65	84	62
Recharges/month	81.1	67.6	15.2	30.4
Salt kg/recharge	0.260	0.300	1.360	0.907
Salt used kg/month	21.1	20.3	20.7	27.6
Salt cost £/month**	18.28	17.57	14.65	19.53
Electric cost £/month	0.00	0.00	0.24	0.26
Waste water / month - litres	1533	1149	899	1797
Water cost £/month	2.09	1.57	1.23	2.45
Total cost/month	£25.08	£23.67	£17.00	£23.40
Total cost/month (trial/warranty)	£25.08	£23.67	£12.73	£17.72

Based on 4 people @ 286 mg/l CaCO ³	
Daily water consumption	727 litres/day
Tablet salt delivered	74.80 pence/kg
Block salt delivered	109.00 pence/kg
Electricity cost	36.04 pence/Kw
Water cost	136.5 pence/M ³

* Like all Water Softeners, expected working life is 10 to 15 years.

** Concession price salt delivery applies during home trial and in warranty.

July 2024

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

No alternative 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.



Selection Guide

Water softeners are generally sized to the number of people in the house that are using the water. Currently we have four domestic sizes ranging from the single person household, up to an 18 person home.

1: Number Of People Using Water In The Property

Model	Min	Optimum	Max
C-6AVSM4	1	2	3
C-11AVSM4	1	4	10
C-15AVSM4	1	6	13
C-20AVSM4	1	10	18

Remember it is better to put the machine where it is easy to fill with 10 kg loose tablet salt approximately once a month and run all the pipes back to the water main stopcock.

This could mean putting the softener under the drainer, in another cupboard, another room or even outside in a special enclosure.

There are two distinct types of water softener in each of the four sizes available, the C-AVSM4 range enhanced models and the E-range utility models.

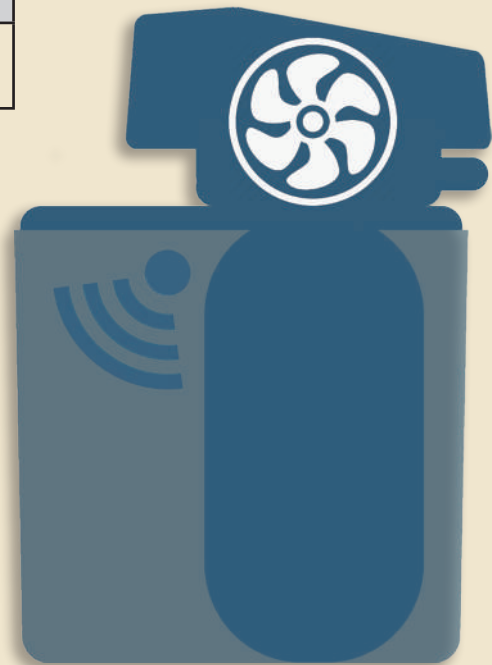
2: Model Type

C-AVSM4 range 4th Generation Enhanced models	E-range 1st Generation Utility models
<p>These are self setting intelligent meter controlled machines that measure your water consumption and adjust themselves daily to match your actual demand for maximum efficiency.</p> <p>The remote system monitor will show you what's going on and will even alert you when the salt is getting low when there's only about seven days left before it runs out.</p> <p>This is a pretty useful feature for softeners out of sight behind closed cupboard doors.</p> <p>The brine tank has an automatic LED light for your convenience.</p>	<p>Economy based electromechanical time clock based machines that work on a fixed time basis and rely on the user to set and adjust an interval of recharging in anticipation of water usage.</p> <p>The user will have to check the salt levels periodically themselves.</p>

3: Features

Feature	C-AVSM4 range: 4th Generation Enhanced models	E-range: 1st Generation Utility models
Self setting	✓	✗
10Kg Tablet salt consumption	✓	✓
Non-electric softening with 12v controller	✓	✓
High flow rate up to 81 litres/min. Suitable for combi/ megaflow boilers	✓	✓
Daily optimization	✓	✗
Automatic low salt monitor	✓	✗
Automatic brine tank LED	✓	✗

FACT
For sheer convenience, the C-AVSM4 range is more popular than the E-range.



4: Dimensions

Model	User access height for salt	Overall		
		Height	Width	Depth
C-6AVSM4	33cm	53cm	23.5cm	43cm
C-11AVSM4	43cm	63.5cm	23.5cm	43cm
C-15AVSM4	56cm	79cm	23.5cm	43cm
C-20AVSM4	76cm	97cm	23.5cm	43cm



Ethos

Our Water Softeners use a non-electric softening process combined with the very best electronic control system available today.

This efficient, ecological fusion represents the best of both worlds. No cogs, no wear, no running out of salt with an Ensign Water Softener.

Established in 1982 our ethos is simple:

Facts not fiction, information not hype.



Prices

Our pricing policy reflects the high standards expected by today's discerning homeowners like you. We aim to deliver a service beyond your expectations.

Remember, our good service isn't expensive, it's priceless and included as standard with every Ensign Water Softener.

Nobody Offers More For Less Than Us

Water Softener

Model	Price £	Outright Purchase
C-6AVSM4	1219.00	All prices include VAT @ 20%
C-11AVSM4	1260.00	
C-15AVSM4	1299.00	
C-20AVSM4	1340.50	

Water Softener prices include

1. 5 x 10Kg tablet salt delivered and stacked for you.
2. Orion hard water mini tap fitted as standard.
3. Free pre-sales home site survey advice.
4. Salt delivered free for first 5 years.
5. 5 year manufacturers warranty including 5 year parts, 5 year labour, 5 year call-out and 5 year fair wear and tear guarantee.
6. 12 months money-back satisfaction guarantee.
7. A lifetime of support.

Installation Service - Fixed Price

Pipe size	Price £	Installation
15mm	445.00	All prices include VAT @ 20%
22mm	445.00	
28mm	445.00	

Professional installation prices are fully inclusive of all parts, labour, sundries and VAT for one person for one day. There are no hidden charges with Ensign.

October 2025

FACT
 Not all water softener systems are the same. The fact is no other alternative product compares with our build quality, rather nifty electronic specification and unbeatable lifetime of customer support.

Easy Rental

Model	Price £	Rental
C-6AVSM4	20.00	All prices include VAT @ 20%
C-11AVSM4	21.00	
C-15AVSM4	22.00	
C-20AVSM4	23.00	

Minimum rental is only 1 month with no long term comitment.

The monthly payments are made by Direct Debit with £95 held as a refundable security deposit.

Installations must be purchased.

Purchase 12 month Interest Free

Example Model	12 month Interest Free Credit
<p>C-11AVSM</p> <p>1st payment £240.00 then 12 monthly DDR payments of £85.00</p> <p>= £1260.00. <u>0%APR</u></p>	All prices include VAT @ 20%

All Ensign Water Softeners can be purchased by 12 months Interest Free Credit 0%APR.

Payable by 12 monthly DDR.

Installations must be purchased.

3-Month Trial

Example Model	Rental and option to purchase
<p>C-11AVSM</p> <p>3 monthly rentals of £21.00</p> <p>Then option to purchase over 9 monthly payments of £133.00</p> <p>= £1260.00. <u>0%APR</u></p>	All prices include VAT @ 20%

Rent for 3 months then option to purchase with 100% rental payments rebate and the balance over 9 months interest free. 0% APR.

After 3 months then option to purchase with 50% rental payments rebate. No time limits.

No catch

Payments by monthly DDR.

Installations must be purchased.

Water Softener Optional Extras

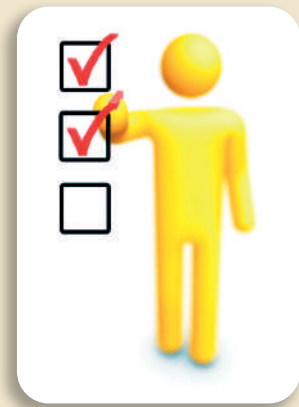
Single port mini tap for hard water at the sink

0



Orion hard water mini tap, ceramic disc, proportional lever handle. Available with every Ensign Water Softener installation.

£0.00 fitted free



Insulated frost box for outside installation

1



Marine grade ply, treated, lined with 25mm polystyrene and felt topped making a completely weatherproof enclosure.

£185.72 fitted free



One-tap solutions

3-way kitchen sink taps for separate hard and softened water in one tap

2



Apollo 3-way, model S, high quality replacement kitchen sink tap. Ceramic disc. Two handle operation for softened Hot, softened Cold and Hard water via a separate spout.

Hard water is dispensed by pulling the left lever forwards.

£155.28 fitted free

3



Apollo 3-way, model C, high quality replacement kitchen sink tap. Ceramic disc. Two handle operation for softened Hot, softened Cold and Hard water via a central spout.

Hard water is dispensed by pulling the left lever forwards.

£155.28 fitted free

Trade-in Service

Your old ion exchange water softener has a scrap value of £285 when used as a trade-in against a new Ensign Water Softener.

This is regardless of its age or condition.

Model	Price £	Trade-in £	Price inc VAT £
C-6AVSM4	1219.00	285.00	934.00
C-11AVSM4	1260.00	285.00	975.00
C-15AVSM4	1299.00	285.00	1014.00
C-20AVSM4	1340.00	285.00	1055.00

Example Model	12 month Interest Free Credit
C-11AVSM with trade-in 1st payment £240.00 then 12 monthly DDR payments of £61.25 = £975.00. <u>0%APR</u>	All prices include VAT @ 20%

Connection Service

Trade-in connection to existing water softener site including all parts, labour, sundries and environmental disposal of old unit.

Connection	Price £	Trade-in Connection
To existing site	0.00	All prices include VAT @ 20%

Includes 5 x 10Kg tablet salt delivered and stacked for you.

Payment Options

We have four methods of water softener acquisition.

1. Outright purchase with Bank Transfer/Debit&Credit card.
2. Month rental.
3. 12 months interest free credit . 0% APR.
4. Rental for 3 months with option to purchase with 100% rental rebate and balance over 9 months Interest free credit. 0% APR.

All the major credit cards are welcomed without surcharge.

Recommended Salt

Since 1998, we recommend the popular 10Kg bags of tablet salt as they are very easy to pick up and use. Much better than the older 25Kg size.

Although block salt costs a bit more per Kg than 10Kg tablet salt, we can supply 8Kg block salt as well.

For delivery or collection discounts: -

Call Telephone 01672 497272
Click www.TheWaterSoftenerCentre.com
Collect Ensign - The Water Softener Centre
 Unit 6 Hertford Court
 Marlborough Business Park,
 Marlborough, Nr Swindon
 SN8 4AW



FACT

Ensign Water Softeners can use all types of salt; block, tablet or granular. In fact all water softeners can use all types of salt, without exception.

They all use brine to regenerate and there is no difference between brine made from block salt, tablet salt or granular salt.

Beware of companies that might void your warranty if you don't use their high-priced block salt, it's no more than sharp-practise marketing designed to catch the unwary.

Salt Type & Price Guide	Explanation
Block Salt 8Kg pack delivered guide 88.92p/Kg (July 2024)	Compacted salt in the form of a single block the size of a brick. Sold in 8Kg bag. Can be used in all water softeners. Easy to handle.
Tablet Salt 10Kg bag delivered 87.36p/Kg (July 2024)	Compacted salt in the form of multiple 15mm tablets. Sold in 10Kg bags with handle. Can be used in all water softeners. Easy to handle.
Granular Salt 25Kg bag (Superseded by tablet salt)	Low density salt. 1.0mm to 3.5mm crystals in 25Kg bags. Could be used in all water softeners, but is increasingly less popular due to difficulty in handling and messy in use.

Facts not fiction, Information not hype



Key Differences

Block Salt Softener	Ensign C-11AVSM4 Softener
1. 8Kg Block salt delivered costs approximately 45% more per Kg than 10Kg Tablet Salt delivered. (July 2022)	1. This means an Ensign Softener will save approx. £80.04 every year in salt costs compared to a block salt softener. This adds up to £1200.60 savings over a working life of 15 years.
2. Warranty may be voided if you don't buy their block salt at premium price.	2. Ensign know 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 in case 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 actually runs out of salt.
4. A block salt softener keeps a second cylinder offline where water can stagnate over long periods of inactivity like holidays.	4. The Ensign C-11AVSM4 will keep things fresh every 7 days no matter how long your holiday.



Myth Busters

FICTION	FACT
Ensign do not have a non-electric water softener.	All water softening is non-electric. Only the electronic controller uses power and then only at a safe 12 volts. That's only costs about 29p 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.	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, like all water softeners do.
We must fit a carbon filter on your hard water drinking tap and charge you to send the cartridge every 6 months.	Most people do not use carbon filters nowadays. Now we have the consumers guide on water softeners, most people drink the softened water without any imagined need or extra cost of filtering.
Ensign have a short guarantee and limited support.	Ensign machines have the assurance of a an unconditional 5 year parts guarantee, 5 year labour, 5 year call-out guarantee, 5 year wear and tear 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. We promise a lifetime of support. It's as simple as that. Unlike some other companies, we never tell you your softener is too old and you'll have to buy another one.
We must rush out and visit your house as soon as we can to quote you for your installation.	When requested to call, we provide written quotes for you to consider in your own time. Ensign do not pester prospective customers, thank goodness.

Comprehensive Support Services

• FREE HOME SITE SURVEY ADVICE SERVICE

There's no obligation and no pressure. We'll send a written fixed price quotation for you to consider in your own time. We only call at your request. Rest assured, we don't have commission paid salesmen. You'll be talking to someone with a formidable product and installation knowledge. We promise not to twist your arm and that we know what we're talking about.

Home site surveys visits can be arranged daytime, evenings or weekends to suit you. Helping people like you is what we do well. Why not phone us today? Telephone 01672 497272.

• INSTALLATION SERVICE

Unlike some others, we use Professional qualified C&G trained plumbers. The benefits to the customer is no cut-corners and a hassle free installation experience. We have a wealth of water softener installation knowledge that cannot be obtained elsewhere.

• FINANCE SERVICE

All our water softeners can be financed over 12 months interest free credit: 0% APR. All the major credit cards are welcomed without a surcharge.

• HOME TRIAL SERVICE WITH BUY LATER OPTION

Try a brand new Ensign Water Softener in your own home now. We install it for for you to evaluate in your own time. You pay a simple monthly rental of £21.00 per month. If you buy after 3 months, we give you a 100% rebate of all your rental payments and the balance is payable over 9 months by DDR interest free, 0% APR. There is no catch. If it's not for you, we take it back and there's no further charge.

1. Pay monthly with no long term commitment. Minimum rental is only 1 month.
2. Installations must be purchased.
3. The monthly payments are by DDR with £95 held as a refundable deposit.

• TRADE-IN SERVICE

Your old ion exchange water softener is worth £385 and can be used as a trade-in against a new Ensign Water Softener, regardless of its age or condition.

• FACTORY REBUILD SERVICE

Every 10 to 15 years or more we offer a comprehensive rebuild service including complete replacement of ion-exchange resin bed restoring the water softener to original working condition, factory recalibration and clean-up making your old unit into a virtual new machine again and renewing the 10 to 15 year working life.

• SALT SUPPLIES SERVICE

Supplies of the popular 10kg bags of tablet salt are always available for collection discount or delivery.

Call Telephone 01672 497272
Click www.TheWaterSoftenerCentre.com
Collect Ensign - The Water Softener Centre
Unit 6 Hertford Court
Marlborough Business Park,
Marlborough,
Nr Swindon
SN8 4AW

WE TAKE CUSTOMER SUPPORT SERIOUSLY

If you get a problem, call us first. We always support our customers for as long as you have your Ensign water softener.

Guarantee & Postcode Area

Ensign Water Softeners are guaranteed against faulty parts and workmanship for a period of 1 year from date of purchase, excluding damage. In addition this warranty also includes parts, labour, call-out and normal wear and tear.

Our comprehensive support package includes free salt deliveries.

There are no nasty surprises with the Ensign guarantee.

Unlike some other companies, we never tell you your water softener is too old and you'll have to buy another one. In the future we'll be there, to support you when you need us.

Warranty are only applicable within the normal company trading postcode areas indicated below.

Outside of these areas we can supply your water softener with an installation kit for your own installer and with a return to base warranty.

This warranty does not affect your statutory rights as a consumer.



*12 Month Money
Back Guarantee*

**1 YEAR MANUFACTURERS
GUARANTEE INC PARTS AND
LABOUR EXCLUDING DAMAGE,
INC CALL-OUT AND FAIR WEAR
& TEAR**

**EXPECTED WORKING LIFE IS 10
YEARS UNLESS DAMAGED**

**After that period Ensign will
continue to support you for
as long as you have your
water softener.**

*We offer a lifetime of customer
support. It's as simple as that.*

Salt Delivery Area			
BA11 to BA14	GL8	OX10 to OX14	OX28 to OX29
RG1 to RG2	RG4 to RG8	RG12	RG14
RG17 to RG31	RG40 to RG42	RG45	SN1 to SN16
SN25 to SN26	SO20 to SO24	SO51	SP1 to SP5
SP9 to SP11			
Ask about your area			

Why You Shouldn't Buy One Now

There is a lot more involved in a typical water softener installation than most people realise and we always recommend a home site survey first.

FREE HOME SITE SURVEY ADVICE SERVICE

Rest assured, unlike some companies, we don't have commission paid sales people. You'll be talking to one of our own installers or factory trained engineers. Someone with a formidable installation and product knowledge in fact.

We promise not to twist your arm and that we know what we're talking about. Then we'll send you a written fixed price quotation for you to consider in your own time.

Our site surveys are free, there's no obligation, just facts not fiction, information not hype.

Home site surveys visits can be arranged for daytime, evenings and weekends. Helping people like you is what we do well.

Please don't rush into any sign tonight 'deal'. It's no more than worthless rhetoric. No reputable company would ever demand your answer immediately. Some of our best customers have thought about it for years before approaching us.

Finally it's a capital purchase, take your time. We have been supplying direct since 1982, we'll still be here next year, and the year after that, and the year after that. When you are ready, we'll still be here for you.

You can trust our experience since 1982 and you can trust our integrity. We can be sure when you've tried an Ensign Water Softener, you won't want to be without it ever again.

It's a lifestyle choice you'll wish you made years ago.

The fact is we can and do offer much more for your money. It's been our policy since 1982 and it's something we're really rather proud of.

It will be remembered long after the price has been forgotten.

Telephone 01672 497272.
Why not give us a call today?



"Expensive, but good. I wish we'd done it years ago."

"One of the best things we ever bought ... Seriously."

"Marvellous."



ENSIGN

The Water Softener Centre

www.TheWaterSoftenerCentre.com

Tel 01672 497272

Water Softener Specialists Since 1982

Unique

The C-AVSM4 Ensign Water Softener has a built-in automatic salt monitor which means it's the only water softener that automatically checks the salt level itself and lets you know about 7 days before it actually runs out of salt. Because there's no fiddly buttons to remember to press here, the Ensign remote salt monitor and brine tank LED light are reliable, time-tested and completely automatic.

That's a pretty useful feature for a water softener that's out of sight behind closed cupboard doors.



C-11AVSM4



**Ensign(UK) Ltd
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MARLBOROUGH
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United Kingdom**

Telephone 01672 497272

www.TheWaterSoftenerCentre.com