

# Kinetico World

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At Kinetico, we believe life is better with better water, and making things better is the philosophy behind everything we do. From the extra care and thinking that goes into engineering and manufacturing our water treatment products, to the way we engage with and recognise our employees, we are always looking for a better way of doing things. In fact, that's how Kinetico began.

In 1970, Kinetico was founded by two engineers who were looking to design a better water softener. After years of trials and testing, they built the world's first twin-tank, demand operated, non-electric water softener which revolutionised the water treatment industry.

Kinetico is now an Axel Johnson Inc. company, but the same principles of innovation, creativity and forward-thinking are still behind everything we do. Millions of people around the world have chosen Kinetico to solve their water problems, and we are sure millions more will trust us to do the same in the future.

We never stop innovating and are always working to improve our products and the way we bring better water to your home, your business and your life.

We know you have many choices when it comes to selecting a water treatment product. But rest assured, with Kinetico, you have a world-wide team of intelligent, caring, thoughtful and dedicated people working to make your life better.

We are thankful for our great network of dealers around the world who support the growth and development of Kinetico, along with their own businesses. **We invite you to come and join our community of highly skilled dealers across the globe and begin a mutually fruitful cooperation today!**

# Our Mission

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Worldwide and irrespective of our location, we work together with a common mission.

- A commitment to be an innovative, customer-oriented, global supplier of water conditioning products and systems, offering the highest quality solutions and excellent service to customers.
- A determination to monitor water use and preservation to meet today's global economic and environmental needs, without compromising the opportunity for future generations to meet theirs.
- A focus on business areas with a significant opportunity to deliver the best performance on the water treatment market.

We aim to deliver superior service to our customers. Not only are we producers of state-of-the-art technology that challenge industry standards, but we are pioneers constantly innovating and striving to be better. We concentrate on building strong relationships with our customers and we understand how important our support is to the success of a Kinetico Dealer, this is

why we put extra effort into making sure our dealers are happy working with us.

By sharing the same belief that an excellent product and great service make for a happy customer, Kinetico chooses its dealers carefully. Our proof, hundreds of thousands of satisfied households, worldwide, enjoying pure water by Kinetico. Furthermore, vast numbers of businesses and various commercial applications enjoying spectacular results from their investments in Kinetico water treatment systems.

# Our Product Range

Innovation and reliability run throughout our range of products, spanning from neat, compact residential systems, to large scale industrial units.



## Compact systems:

Kinetico offer a complete range of products for residential applications and locations with limited space.

Though they are small, compact systems are suitable for the most demanding needs, and sophisticated specifications.

### Suitable for...

Residential/Household  
Hotels  
Kitchens  
Restaurants



## Medium systems:

Our hydro powered systems are perfect for medium sized service industries and commercial premises. The non-electric units, without the requirement of electrical control switches, have a great flexibility when determining a suitable location. The simple modular design allows for the systems to grow when your needs begin to grow.

### Suitable for...

Building complexes  
Healthcare  
Schools and institutions  
Cleaning  
Food and beverage



## Large systems:

Kinetico has years of experience in providing custom engineered water treatment solutions for large industrial applications.

The modular design allows for any size of project to be fulfilled by Kinetico systems.

### Suitable for...

Industrial processing  
Energy  
Other

# The Kinetico Difference

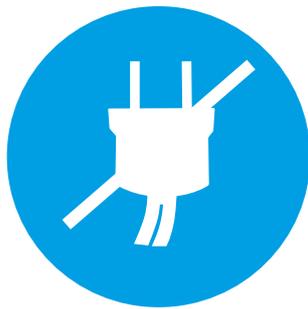


## Powered by better thinking:

Founded in 1970, Kinetico invented the non-electric, fully automatic water softener. Today, Kinetico continues to produce brilliantly engineered water treatment systems, recognised as being the most efficient and effective in the world.

### This means...

You get a tried and tested system of superior quality, based on many years of experience and innovation.



## Non-electric:

Kinetico uses the kinetic energy of moving water to power its systems instead of electricity – after all water and electricity don't mix!

### This means...

You never have to worry about costly repairs of fragile electric components or power. With Kinetico you get reliability!

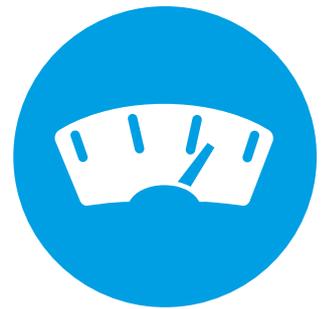


## Twin-tank design:

The twin-tank design is the only system to backwash without ever going offline (i.e. cannot supply soft water) while regenerating.

### This means...

You are guaranteed a 24/7, continuous and un-interrupted supply of soft water. The purpose of a water softener is to produce soft water and with a Kinetico system there are no exceptions.



## Demand driven regeneration:

Meters water use to accurately determine when it's time to regenerate, with watch-like precision. This results in less waste and greater savings.

### This means...

A Kinetico system will regenerate only when necessary, providing optimal efficiency.

All the features listed above apply to the twin-tank water softeners and filters listed in this catalogue.

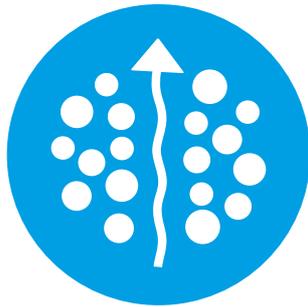


### **Soft/clean water rinse:**

A Kinetico softener uses only soft water to clean itself, and a Kinetico filter uses only filtered water to clean itself, this prolongs the life of the systems. In fact, the longest serving Kinetico Water Softener is currently 42 years old!

#### **This means...**

Kinetico systems are built to last!



### **Countercurrent regeneration:**

Kinetico systems regenerate in the smartest way possible. Unlike other softeners, they regenerate from the bottom up. The result is less waste and lower salt usage.

#### **This means...**

The system is cleaned better, ensuring it lasts longer and its users are more satisfied with lower operational costs.

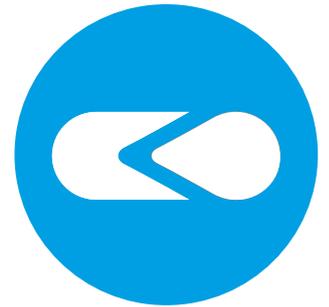


### **Unmatched performance:**

Our systems treat water efficiently, effectively and economically. There will be no interruptions in performance and you can be confident they will outperform other options available.

#### **This means...**

With Kinetico, you get the best performing machines from the pioneers of non-electric water treatment. Don't settle for a copy.



### **Tailored solutions:**

Kinetico systems take the guesswork out of water treatment. They perfectly understand water and its many differences in various locations around the world.

#### **This means...**

You will be provided with water treatment options tailored to your water needs and business requirements.

# Our Awards, Certifications & Memberships



## Water Quality Association:

The Water Quality Association (WQA) is a not-for-profit international trade association representing the residential, commercial and industrial water treatment industry. WQA maintains a close dialogue with other organizations representing different aspects of the water industry in order to best serve consumers, government officials, and industry members.



## NSF certified:

The mission of the NSF is to protect and improve global human health. As an independent, accredited organization, they develop standards, and test and certify products and systems.

The NSF mark assures consumers, retailers and regulators that products have been rigorously tested to comply with all standard requirements.



## CE Mark:

CE marking is a mandatory conformity marking for certain products sold within the European Economic Area (EEA) since 1985.

The CE marking is the manufacturer's declaration that the product meets the requirements of the applicable EC directives.



## WRAS approved product:

The Water Regulations Advisory Scheme (WRAS) is the UK Water Industry's approval scheme. Products approved by the scheme have been shown to comply with the requirements of the Water Supply (Water Fittings) Regulations 1999 and amendments.

The above accreditations only apply to certain products, please ask for details.



## ACS certified:

The ACS (Attestation de conformité sanitaire) is the French health authorities certification to sanitary conformity.

It evaluates the suitability of a product to come into contact with water destined for human consumption. The decree is applicable to plastic material objects as well as accessories containing at least one plastic component in contact with drinking water.



## EWTA member:

The European Water Treatment Association (EWTA) is a trade association representing European manufacturers, suppliers and other relevant organisations involved with treatment of public or private water supplies in the home or in commercial establishments, at point of entry (POE) to the premises and point of use (POU).



## Good Housekeeping Institute Approved:

The Good Housekeeping Institute Approved logo indicates that a product has passed rigorous consumer quality tests devised and carried out by GHI researchers.

GOLD AWARD WINNER



## House Beautiful Gold Award:

House Beautiful is a popular Homes & Lifestyle magazine who present annual awards in different categories to recognise the best in the industry. The 2020c is the Gold Award Winner in the 'Best Kitchen & Household' product category.