

Every industry has a common goal, to satisfy customers and protect its reputation.

Professional Certification

The WQA Professional Certification program helps consumers and employers identify individuals in the point-of-use/point-of-entry—at the tap or whole house water treatment — industry who have demonstrated a certified level of professional expertise and are dedicated to high professional standards. WQA education resources include technical and business basics for beginners and non-technical employees, theory and applications of water treatment technologies, specific residential applications, commercial sizing and application, and industrial applications. WQA education resources, available to all their members also include topics on plumbing basics, equipment installation guide, disinfection, and different approaches to system optimization.

When looking at installing or optimizing water treatment, individuals can find certified professionals in their area through WQA's website at www.wqa.org.

Product Certification

How can consumers feel confident that not only are they buying products to fit their demands, but that they also truly do what they say they are going to do? In many American industries, including water treatment, the answer is simple, it is called "product certification." Product certification can be loosely interpreted as a seal of approval. Often, an actual seal is placed on products to distinguish those that have met the various stringent requirements established. In most cases, certification is not simply passing a single test. In fact, when done right, product certification encompasses many aspects including such items as best practices, rigorous testing according to industry standards, and third-party oversight.

Certification is a reliable way an industry can direct consumers to products that most effectively do what they want.

More About the Water Quality Association

The Water Quality Association advocates for the water treatment industry and its technologies. WQA members make and sell products such as treatment systems at the faucet, whole-house improvement devices, water softeners, and more. There products fall under two different categories: point-of-use (POU) and point-of-entry (POE) systems that improve water quality in a home or business.

WQA Gold Seal Certification Program is dedicated to providing public health and safety services throughout the USA and globally, and maintaining expert service, superior reputation, and fair pricing.

The Water Quality Associations Water Treatment Industry Toolkit

The Water Quality Association provides these facts sheets and resource guides as a services to its members, policymakers, and the general public They are designed to promote discussion on key issues through facts and data.

Learn more

- Water Quality Research Foundation
www.wqa.org/WQRF
- Water Quality Association
www.wqa.org
- WQA Gold Seal
www.wqa.org/goldseal
- WQA Modular Education Program
www.wqa.org/MEP

For more information contact:



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Website: www.wqa.org
A not-for-profit organization

Water Softener Benefits

Independent study evaluates detergent savings & stain removal using softened water



Courtesy of The Water Quality Association
A not-for-profit organization

DOES YOUR DISHWASHER LOOK LIKE THIS?



OR THIS?



Top photo is of a dishwasher at the end of 30 days using soft water. Bottom photo is of a dishwasher at the end of 30 days using hard water (Battelle Study).

The Detergent Savings Study

Detergent Savings—Dishwasher

Detergent savings up to 70% was observed for dishwashing when softened water was used compared to hard water. See the graph below showing the percent savings at each hardness level. Depending on the soil, hardness reduction was found to be up to 12 times more effective at soil removal than increasing detergent dose. Hardness reduction was ~6 times more effective at reducing spotting and twice as effective at reducing filming as increasing detergent usage.

Dishwasher Degradation

Reduction of hardness is significantly more effective on stain removal than either increase in temperature or detergent dose. This is demonstrated in the graph above for top loading washers, but it was also confirmed for side loading washers.

Detergent Savings—Laundry

Stain removal performance increases dramatically when hardness is removed even when dose and temperature are also lowered. Depending on the stain, hardness reduction was up to 100 times more effective at stain removal than increasing temperature or increasing detergent dose.

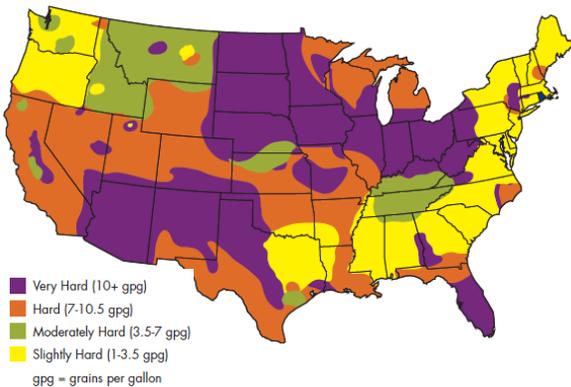
- * Softening water will allow use of less detergent and save energy by lowering water temperatures while still maintaining or improving performance.
- * When water of any hardness is softened prior to its use in washing, the detergent use can be reduced by 50% and the washing can be carried out in 60°F cold water instead of 100°F hot water and achieve the same or better stain removal yielding whiter clothes.

Laundry Stain Removal

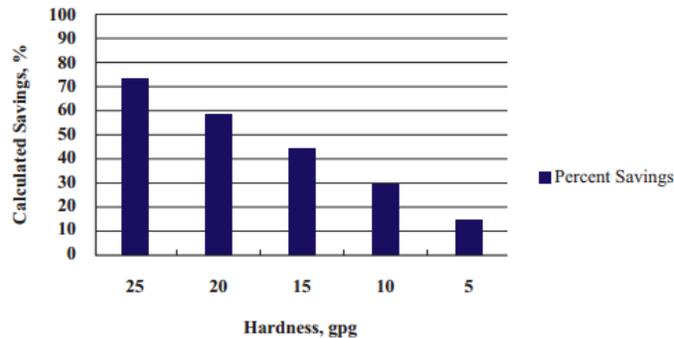
Reduction of hardness is significantly more effective on stain removal than either increase in temperature or detergent dose. This is demonstrated in the graph below for each of the stains using top loading washers, but it was also confirmed for side loading washers.

Conducted in 2009 in conjunction with Battelle Memorial Institute and funded by the Water Quality Research Foundation

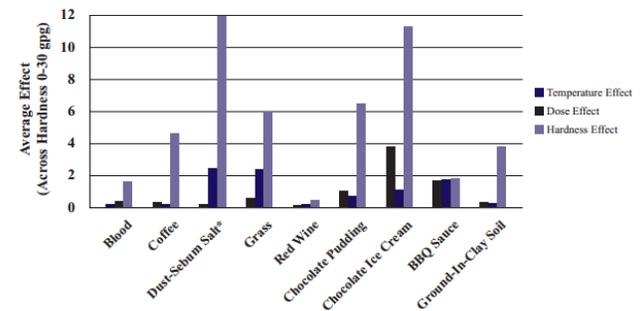
Concentration of Water Hardness Across The United States



Percent Detergent Savings for Dishwashing



Top-Loaded Washers Comparison of Temperature, Dose, and Hardness Effects on Stain Removal



*Note that the hardness effect of dust-sebum actually continues to 62.6 and is the most significant effect.