

**24 Volt  
IMPULSE-  
TECH**



# The eco-friendly anti-scale system

Quality Made in Germany



# calmat® – The electronic anti-scale system

## The salt-free alternative to water softeners

calmat® is the eco-friendly water treatment system that prevents your piping system and appliances against scale deposits and rust.

The calmat®-Impulse-Technology is based on the principle of physical water treatment. Special electronic impulses change the crystallization process of the liquid calcium. This way the hard scale loses its adhesive power.

*The technology works exclusively  
with capacitive electric impulses.*

***No use of salt or chemicals  
No use of magnetism***





LANCE BUTCHER  
Gelorup  
Western Australia

#### Water treatment system by CWT Germany

My wife and I live on a 5 acre property at Gelorup, 20 minutes south of Bunbury in Western Australia. Our local water causes enormous problems with our reticulation system. Large quantities of iron sludge and chips would build up in the piping system and block the solenoids and individual sprinklers. The situation was getting us both down. It seemed like the sprinklers were continually blocked and I was replacing the solenoids every six months.

Within three months of installing the CWT water treatment system the rust residual and sludge disappeared. I was staggered by the results. The pipe was completely clear and there were no signs of the iron scale at all.

A reliable and clean sprinkler system is very important for us to maintain a healthy garden which contains more than 200 rose bushes and half an acre of trees and cottage garden. Our horse paddocks are also under reticulation. The CWT system has saved me an enormous amount of time and money and I'm no longer cleaning sprinkler heads or replacing the solenoids in the reticulation system.

The results have been so successful we are now planning a major expansion of the garden and bird aviary. I would recommend this product for anyone who lives in a hard water area in Australia. They're simple to install and maintenance free.



Lance Butcher from Western Australia enjoying his clean sprinkler system after installing the water treatment system by CWT.

"Installation was easy. We have hard water. Noticed improvement in less than a week. Soap washes off easily. Emulates a salt base water softener to a small degree. Happy with the product."

"Have had it about a month now. Saw very good results within 48 hours. Seems to be doing a great job, no water stains in shower, coffee pot is clean, can feel a real difference in the water!"

"Very easy to install - Noticed results right away. Water pressure increased-no more spots from hard water!"

„I was very skeptical that this would actually work. But in about 5 days I noticed a huge difference in white scale build-up, the way my water tastes, the way clothes feel out of the washer and no more „slimy“ water feeling during showering. I still do get water spots but they easily wipe away now without using harsh chemical cleaners.“

Rob Branson  
Dunsborough  
Western Australia

#### CWT water treatment system

Hi my name is Rob and I live on 60 acres in Dunsborough, in the South West of West Australia. Like many parts of Australia we have long hot dry summers, so my water needs increase dramatically during this time.

I first heard about Physical Water Treatment Technology from my colleagues at **Southern's Water Technology** in Bunbury. The team recommended the CWT anti-scale system - a physical water treatment conditioning system, which reduces scale deposits in pipes and appliances.

While we have good water quality in Dunsborough, I was desperate to find a way to reduce the amount of time I was wasting maintaining my irrigation system and changing filters. I was cleaning the filters every 2 months!

The CWT system has worked a treat - I noticed a huge difference after just 1 month. The CWT water treatment is also well priced and simple to install. There's no need to dismantle the piping system, you just wind the impulse cables around the pipe and connect the plug.

Because the CWT system carefully dissolves the scale, my irrigation system is virtually maintenance free and there's no need to change the filters. This saves me an enormous amount of time and energy.

I have recommended the CWT to many of friends who are also very happy with the outcome.

Kind Regards,

Rob Branson



# The eco-friendly solution for your home

**calmat®** is the green anti-scale system especially for the use in private homes – **without salt or chemicals.**

- ✓ Reduction of scale deposits throughout the whole piping system
- ✓ Protection against corrosion and rust
- ✓ Heating water becomes more efficient; saves energy costs

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- ✓ Prolongs the lifespan of household appliances
  - ✓ Gardening systems and sprinklers stay clean and last longer
  - ✓ Protects the environment by saving washing and aggressive cleaning products

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- ✓ Important minerals remain in the drinking water



# Easy Do-It-Yourself-Product



- Works effectively at high degrees of water hardness
- Suitable for all pipe materials
- Simple program choice
- Very low electricity consumption
- Maintenance-free
- For max. 1½" pipes



## Easy three step self-installation

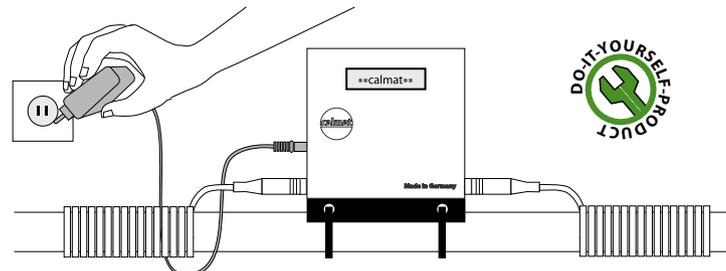
1. Attach calmat® to the pipe

2. Wind the impulse cables around the pipe

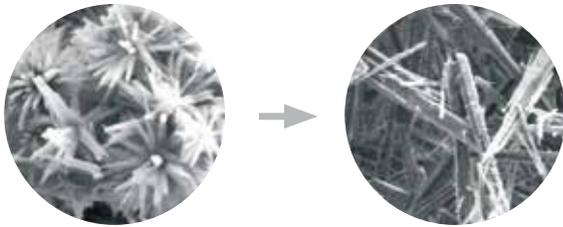
3. Connect the plug



No need to dismantle the piping system

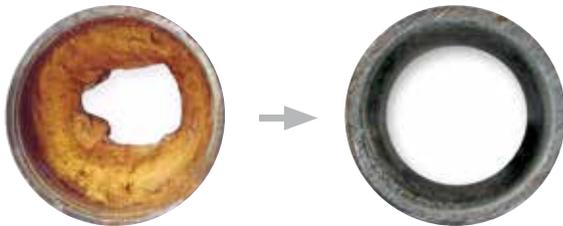


# The calmat® Impulse-Technology



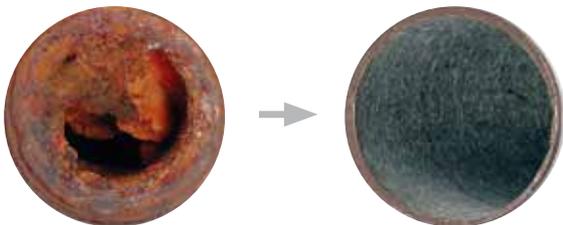
**1) calmat® reduces scale deposits in pipes and appliances.** With the calmat® treatment, high-frequency electrical impulses are emitted into the water which change the crystal formation of the calcium. With the treatment, the adhesiveness of the crystals is reduced so that scale is unable to form in the pipes.

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**2) calmat® slowly sanitizes the piping system.** During the natural crystallization process, scale is deposited and released simultaneously through carbonic acid. calmat® changes this balance, so that pre-existing deposits are now removed by a small surplus of carbonic acid.

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**3) calmat® protects against rust damage and pitting corrosion.** When the removal of scale deposits is complete, a metal-carbonate layer builds up in metal pipes. Over time, this protective layer prevents from corrosion.

# Advantages of the calmat® Technology



- calmat® works exclusively with capacitive electric impulses – without salt or chemicals
- calmat® works without magnetic fields
- calmat® gently sanitizes the piping system
- calmat® works independently from the water velocity
- calmat® works totally maintenance-free
- calmat® retains important minerals in the water



# calmat® – Marketing tools



## POS-display with monitor



The cardboard POS-system secures a professional presentation in your showroom. It holds up to ten calmat® units for direct sale. The illustrations immediately attract the attention of the target audience and highlight the benefits of calmat®.

## Product information video

The monitor is integrated in the cardboard display and ready for use. The product is presented in a professional sales film. The film has a running time of approximately 2:30 minutes. It explains benefits and application of the product and highlights the easy do-it-yourself-installation procedure.

## Your potential customer

The water supply in most regions of the world contains high concentration of calcium.

Scale causes tremendous costs for pipe maintenance and repairs of equipment and adds considerable loss in energy and value of the property. Furthermore, the emerged discussion on sustainable approaches to environmentally-friendly technologies boosts a rising demand for eco-friendly solutions.

Every single home owner who faces water with more than 125 ppm (8,0 °dH / 12,6 °fH) needs to find a solution against scale and rust.

## A niche-market product

At present, there is no high-quality protective devices against scale for the private household offered in the retail trade. calmat® – the eco-friendly alternative against scale and rust, fills this gap in the market.



# calmat® – Complete sales support

The calmat® packaging itself indicates a high-quality product. A handbook with information about the technology and detailed installation instructions is also included. The international warranty certifies a 5-year manufacturer's warranty. It is valid when presented together with the receipt of purchase.



## **I. Pre-Sale**

CWT provides concise training documents and marketing materials. We are happy to offer extensive training to your sales representatives.

## **II. Sale**

The POS-communication with its quality display and video draws much attention. Frequently asked questions about the product are all answered on the packaging and in the video.

## **III. Post-Sale**

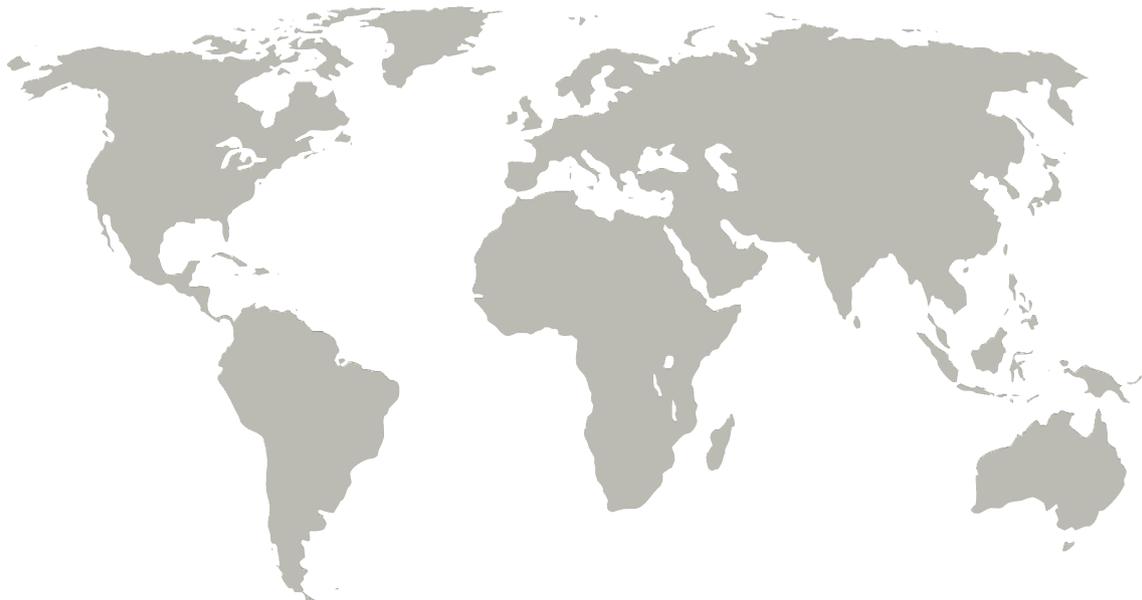
The calmat® website offers extensive information in several languages.

# Water quality - International classification



## Water hardness classification

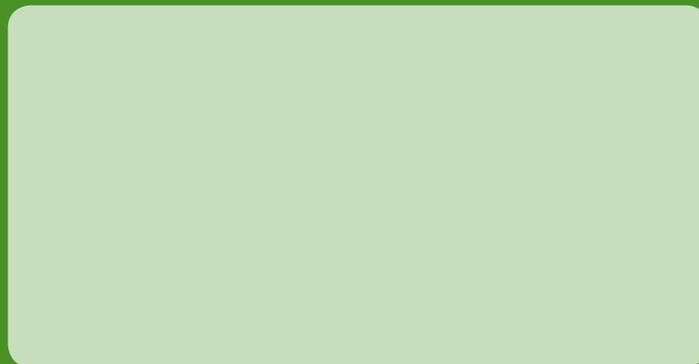
<b>ppm</b> Parts per million (mg/l)	<b>°dH</b> German hardness	<b>°fH</b> French degree of hardness	<b>Water Hardness</b>
1 - 70	1,0 - 4,0	0,1 - 7,0	very soft
71 - 125	4,1 - 7,9	7,1 - 12,5	soft
126 - 250	8,0 - 14	12,6 - 25	medium hard
251 - 500	15 - 21	25,1 - 50	hard
501 and more	22 and more	51 and more	extremely hard



A product by



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