



*Superior*<sup>TM</sup>  
Water Conditioners  
*Pure. Proven. Results.*<sup>TM</sup>

MULTI-FIELD  
MAGNETIC  
WATER  
CONDITIONERS

INDUSTRIAL | COMMERCIAL | RESIDENTIAL

# SUPERIOR SCIENCE

Superior Water Conditioners magnetically affect the behavior of minerals in water, causing them to resist forming into scale and instead causing them to form into an inert, rinsable solution that passes through water systems and is easily purged. Superior technology also has zero environmental impact because it requires no energy or chemicals to operate.

## MAGNETIC TECHNOLOGY IN ACTION

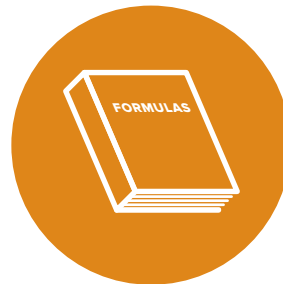
The earth itself is a giant magnet—with an iron core that generates a magnetic field that continuously protects us from deadly solar radiation—the Van Allen Belts. And although the extended science of magnetism is still not fully understood, it hasn't stopped innovators from harnessing magnetic forces and using them to change our world. Simply put, the value of magnetic technologies cannot be overstated.

- MRI or Magnetic Resonance Imaging—lifesaving diagnostic technology for healthcare
- Wind Turbines—use magnets to convert wind energy into electric current to power our homes
- Mag-lev bullet trains—levitate and propel the world's fastest rail transports

It's this spirit of innovation that led Charles H. Sanderson, the founder of Superior Water Conditioners, to create a technology and formulas that have delivered over 50 years of proven success.

## A SUPERIOR FORMULA

More than simply applying a magnetic field to a water source like some competitors, Superior Water Conditioners follows a precise formula based on water flow rate and pipe diameter.



FLOW RATE

+

PIPE DIAMETER

+

SUPERIOR'S FORMULA

=

SUPERIOR PERFORMANCE

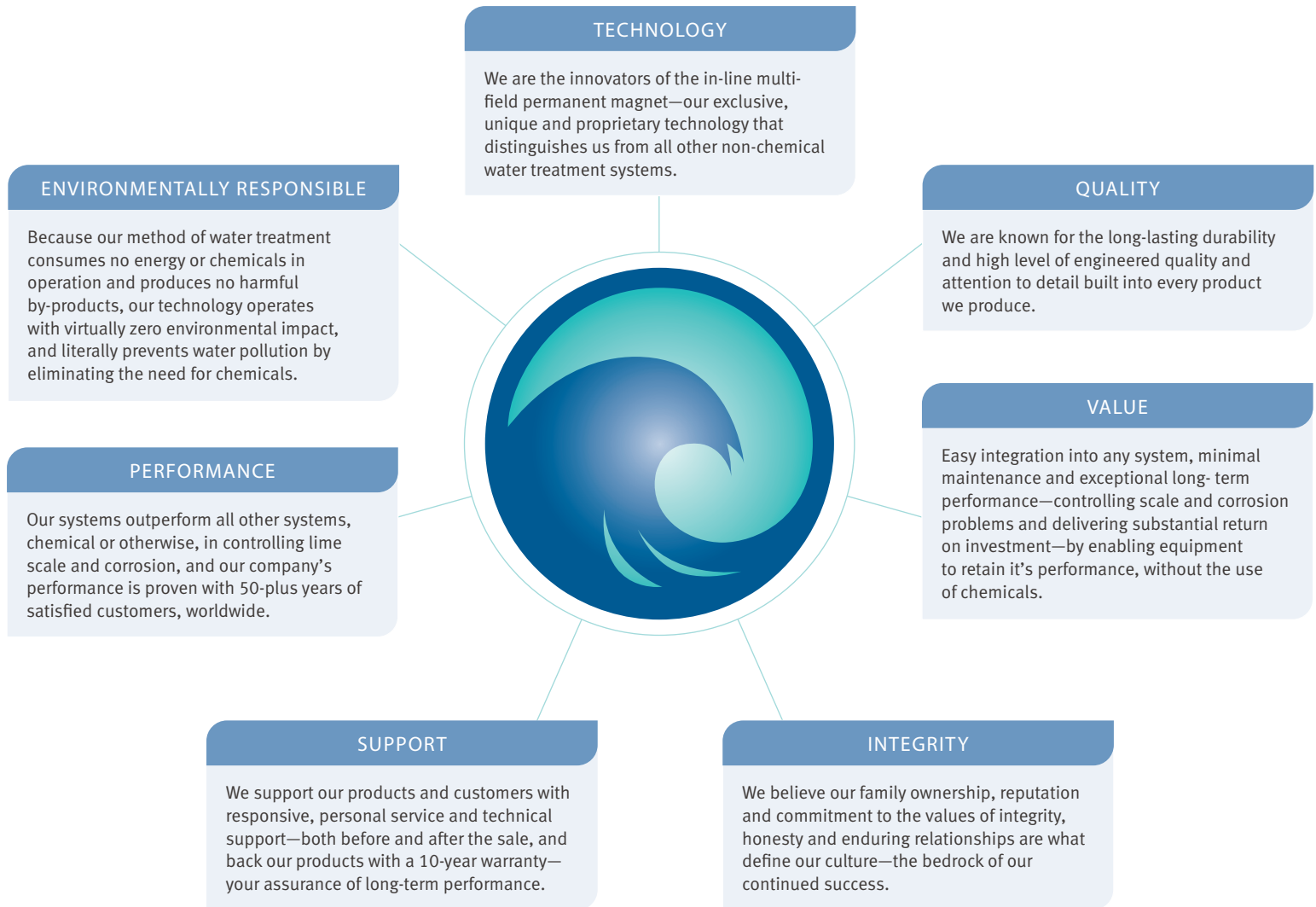
By maintaining a stringent, optimized formula for flow rate and pipe diameter, Superior Water Conditioners can be correctly sized and integrated precisely into any water system.

Adhering to this formula ensures that the exact amount of water flows through the magnetic fields, producing the desired effect—a proven formula of system integration—the Superior way.

# SUPERIOR TECHNOLOGY. SUPERIOR RESULTS.

Superior is the performance leader for reducing scale and corrosion in industrial, commercial and residential applications, worldwide. Our exclusive and proprietary innovations, pioneered by our

founder, outperform all other available technologies, chemical or otherwise. Our systems also consume no energy and produce no chemical waste and therefore produce no negative environmental impact.



## SUPERIOR TECHNOLOGY & REPUTATION PROVIDING SUPERIOR RESULTS.

### ABOUT SUPERIOR WATER CONDITIONERS



As a family-owned and -operated American company, we back our products—as well as the dealers who sell and service them—with integrity, honesty and expert technical support.



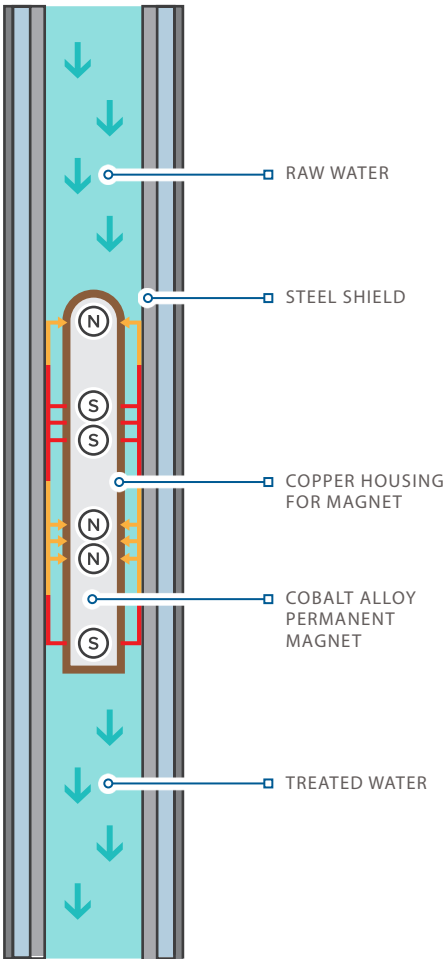
That's why, for more than 50 years, customers have rewarded Superior with their loyalty and trust for their water conditioning needs.



# SUPERIOR PRODUCT

A closer look at the internals of a Superior Water Conditioner reveal why ours outperforms all other types of systems: (cutaway illustration with detailed callouts)

- Capsule Design—high-grade, precision-manufactured and with an exceptionally high-quality finish
- Application Sized—to an exact formula for flow rate and pipe size to match each application, up to and including the largest industrial applications in the world
- Inlet/outlet connections—facilitate integration into any water system, open- or closed-loop
- Copper Magnet Housing—protects magnet without interfering with magnetic field
- Steel Shield—Focuses the magnetic field within the capsule to concentrate its effect on the minerals in the water for maximum performance
- Multi-field Alloy Permanent Magnet—Exclusive, proprietary technology and the heart of Superior performance—a magnet like no other on earth—prevents minerals in water from forming scale and corrosion



## SUPERIOR TO ALL OTHER WATER CONDITIONING SYSTEMS, CHEMICAL, OR OTHERWISE

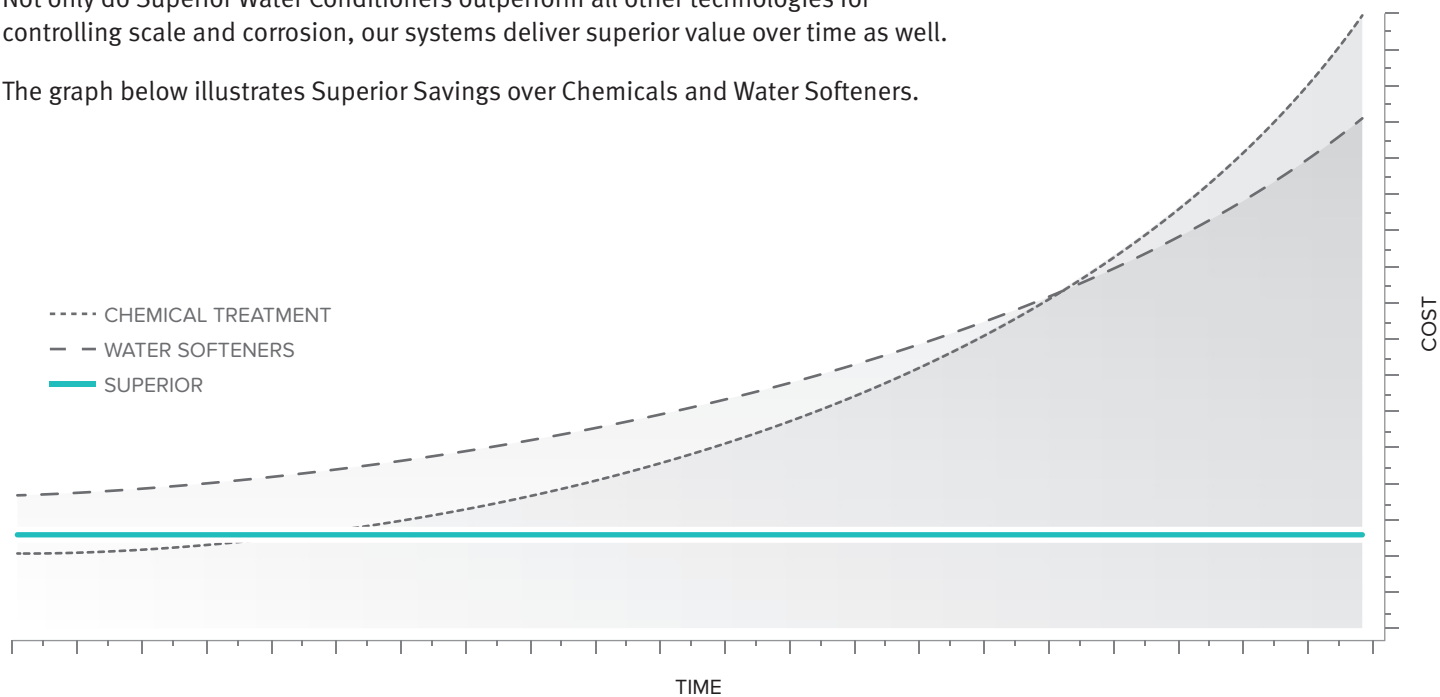
Unlike chemical water treatment and conventional water softeners, Superior Water Conditioners do not add harmful contaminants to water supplies, or discharge hazardous chemicals into our ecosystem, a growing environmental concern. And, unlike all other magnetic water treatment systems, only Superior offers it’s proprietary multi-field magnetic technology and 50 plus years of proven results to back it up.

	Superior Multi-field Water Conditioners	Other permanent magnetic devices	Electro-magnetic devices	Chemical water treatment	Conventional water softener
Softens Water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Consumes No Energy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Consumes No Chemicals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Produces No Chemical By-products/non-polluting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multi-field magnetic technology	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most effective scale and corrosion control	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# SUPERIOR SAVINGS

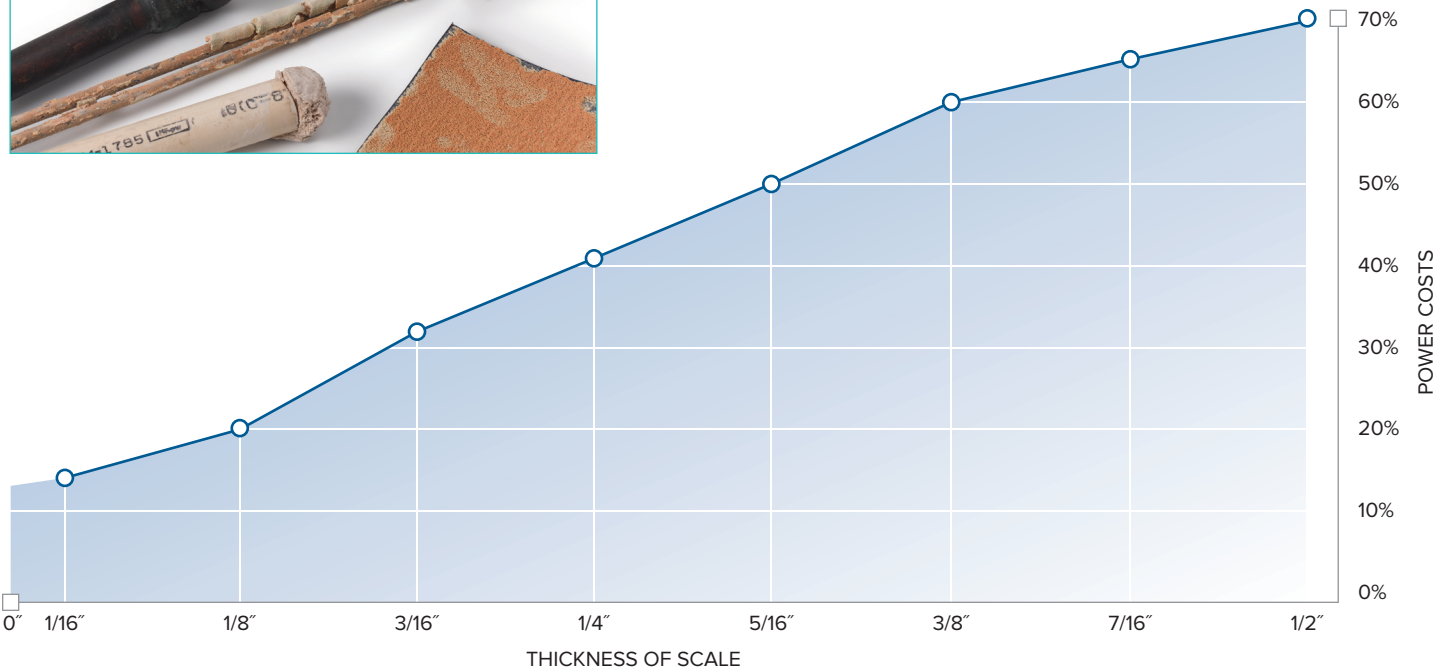
Not only do Superior Water Conditioners outperform all other technologies for controlling scale and corrosion, our systems deliver superior value over time as well.

The graph below illustrates Superior Savings over Chemicals and Water Softeners.



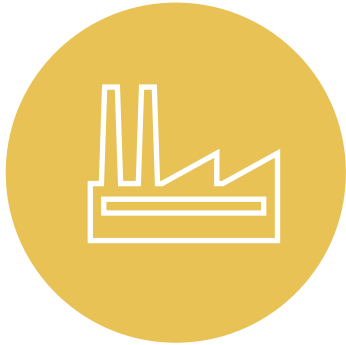
Superior water conditioners effectively control scale, ensuring the long-term efficiency of heating and cooling equipment. This graph shows the increase in power costs without a Superior water conditioner.

Source: University of Illinois and the National Institute of Standards and Technology (NIST).



## SUPERIOR BENEFITS

Because every water system is subject to the reduced performance and accumulative damage that scale and corrosion causes, every system can benefit from installing a Superior Water Conditioner. Our products range from the smallest residential home application to the largest industrial systems—everywhere people and companies need water that works.



INDUSTRIAL



COMMERCIAL



RESIDENTIAL

## SUPERIOR FOR RESIDENTIAL APPLICATIONS

### SUPERIOR FOR RESIDENTIAL APPLICATIONS

Superior Water Conditioners help the homeowner protect their plumbing system and related appliances from lime/scale build-up and corrosion. Energy efficiency and life expectancy of equipment are also increased, saving both time and money while reducing maintenance costs.

### PIPES, FAUCETS AND APPLIANCES

Water treated with Superior Water Conditioners will dissolve existing scale and help protect your plumbing system from future scale build-up, resulting in optimum water pressure throughout your home and increased life expectancy for your appliances and plumbing system.



### DID YOU KNOW?

Superior water conditioners have been used in hundreds of thousands of homes, businesses and factories worldwide?

# SUPERIOR FOR COMMERCIAL AND INDUSTRIAL APPLICATIONS

The rigorous demands on equipment performance in commercial and industrial applications have made effective scale and corrosion control even more challenging—and the value of Superior Water Conditioners even greater. Additionally, because our systems consume no energy or chemicals and have no negative environmental impact, they require no hazardous material reporting.

## SUPERIOR PERFORMANCE IN SCALE AND CORROSION CONTROL.

Don't see your application listed? Superior Water Conditioners provide benefits for hundreds of commercial and industrial applications. Ask us!

### COMMERCIAL APPLICATIONS

- HVAC Systems
- Swamp Coolers
- Humidifiers
- Foodservice Equipment
- Car/Truck Washes
- Irrigation Systems
- Swimming Pools/Spas
- Laundromat Equipment

### INDUSTRIAL APPLICATIONS

- Boilers
- Heat Exchangers
- Cooling Towers
- Chillers
- Evaporative Condensers
- Injection Molding Machines
- Annealing Furnaces
- Reverse Osmosis Systems



PURE  
PROVEN  
RESULTS

Superior is an innovator and manufacturer of multi-field magnetic water conditioning equipment and is the performance leader in reducing scale and corrosion in industrial, commercial and residential water systems, worldwide. All Superior Water Conditioners come with a 10-year limited warranty standard.

As a family-owned, American company with over 50 years of proven success, the company has built a legacy on exceptional products and unmatched performance and customer satisfaction.



***Pure. Proven. Results.™***

#### SUPERIOR CERTIFICATIONS/MEMBERSHIPS

NSF/ANSI Std 372

ASHRAE member

BBB member

BCA member

USGBC member

Greenspec listed

#### FOR A REPRESENTATIVE NEAR YOU:

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