



With Care-Free you have nothing to lose...

Except your water problems.

CARE-FREE CHRONICLE All Things Water

Comparison of Care-Free Conditioners and Magnetic Conditioners

Care-Free performs outstandingly well

A Care-Free Dealer recently requested a side-by-side comparison of the Care-Free Water Conditioner and Magnetic Conditioners on the market. This simple comparison proved so useful in explaining the differences between the Conditioners to consumers, that we thought it might also interest you.

The principal difference is that magnetic conditioners is a single process conditioner applying a magnetic field to the water pipe. Care-Free is a **dual process** combining substantial turbulence directly to the water **plus** we create an electrical field around the Conditioner casing. This combination eliminates cohesion between mineral particles in the water, greatly reducing their micron size.

MAGNETIC CONDITIONERS	CARE-FREE CONDITIONER
Single conditioning effect on water only from magnetic field. No actual contact with the water. Does not improve water oxygenation – no turbulence generation.	Dual conditioning effect on water from actual water contact providing turbulence generation and electrical field – turbulence improves water quality due to improved oxygenation.
Conditioning effect short term – may only be a few minutes. At most, a few hours. Requires multiple units in long pipelines – need to place unit close to outlet to application.	Conditioning effect longer – up to 8 weeks in storage. Only one unit required – placing unit near water source also means cleaner pipes.
Size of unit related to pipe size.	Size of unit related to flow rate (mostly smaller than pipe size).
Strength of magnet determined by water quality – ie, change in water can mean new conditioner.	Same conditioner for all water types.
Simple clamp-on installation.	Forms part of pipe line.
25 year lifespan.	Lasts a lifetime.
More expensive – cost increases with power of magnet.	Less expensive – smaller unit based on required flow rate. One system for all water types. Care-Free units less expensive for similar applications.
Why not check the standards of specific manufacturers of Magnetic Conditioners for yourself and do your own comparison.	Thirty years in the market.
	Soil Salinity Reduction – Patent Pending. CF Mk II Product Range – Patent Pending.
	12 months 100% money back guarantee. 10 year manufacturing defect guarantee.
	All 316 Stainless Steel construction.
	Australian owned and manufactured.

What the scientists say...

Care-Free and soil salinity

Dr John Bradd
 Hydrogeologist - ANSTO

"I will emphasise that there is no difference in EC from input water to output water from a Care-Free Water Conditioner.

What we have found out at ANSTO by undertaking a range of tests on the device, in relation to particle size analysis, in the colloidal fraction, is that the distribution of the particle size of colloids is reduced significantly.

That is, there is an increase in the portion of particles at the lower colloidal size once saline water has passed through the device.

By reducing the size of particles, the device influences the impact of the saline water, which has stayed in the same EC, and allows the salts, or should I say the ions which also vary in ionic radii, to pass downward through the soils below the root zone. Hence, why there are observed salinity reductions in the soils where trials have taken place.

The irrigated water has had particle size reduction take place allowing the ions to pass quicker through the soils and not get caught up in the root zone for plants."



300% increase in root mass.

Unwanted salts which previously accumulated around the root zone and in the soil, are flushed below the roots and do not reform. Stressing to the plant is relieved with the salts removed.

Dealer Profile: Sam Gardiner, Care-Free Conditioners, NT

“After some 30 years of selling Carefree’s I still love it. Whether it’s a 6mm unit or a flanged unit (big one), the good feeling of solving someone’s water problem is always the same”.

The Care-Free Chronicle took time to catch up with one of their first dealers, Sam Gardiner of Care-Free Conditioners, NT, based in Alice Springs. Sam started selling Care-Free Conditioners way back in 1981. As you can imagine, Sam has seen his share of hard water problems... solved.

Sam first decided to become a Care-Free Dealer because he was aware that there were hard bore water problems in Alice Springs and throughout the vast Northern Territory, and also beyond the bordering States. “I saw Care-Free as a product that I could enjoy selling with confidence” said Sam.

Sam takes most pleasure in solving the hard water problems of his customers, which are mostly from

a blend of the Domestic, Industrial and Farming markets – including Cattle Stations.

Sam says that many of his sales have been by word of mouth. After a sale, it’s never too long before friends and relatives begin inquiring about a Care-Free. Sam has also generated sales by providing an after sales service to maintain and clean many customer’s units, and he has had many customers who have upgraded to the latest models. So what does Sam say to someone who was thinking of investing in Care-Free - but wasn’t sure? “You have nothing to lose except your hard water problem!”

Case Study Customer of Care-Free Conditioners, NT

1. When and why did the customer buy a Care-Free Conditioner?

Sam: “I also install home security doors. After installing a door, the Care-Free sale occurred when I gave the customer printed information and a CD on Care-Free. In fact, many of my Care-Free sales are generated this way - I never let an opportunity go by in circumstances like this. Many of my leads have also been generated from word of mouth referrals”.

2. What results did Care-Free produce for your customer?

Sam: “It saved them money and water by solving

their hard scale problem in their evaporative cooler and in so doing doubling the life of the pads (\$300 saving). It also solved all their hard water issues in their home from the kitchen, laundry and bathroom”.

3. Do you know how they were coping before installing a Care-Free?

Sam: “The customer was having to replace a new hot water service after three years and having to replace the evaporative cooler pads and pump every year. They were also having to buy a new kettle every year”.



Long time Dealer, Sam Gardiner says of Care-Free “I have always felt like I have been part of a team for all these years... being able to provide feedback from my experience’s with so many customers to assist Bob with the evolution of this great product”.

Care-Free Welcomes New Dealer:

Crystal Clear Water, Perth, WA

Earlier this month, Care-Free Conditioners signed a Dealership Agreement with Denis Norriss, the proprietor of Crystal Clear Water.

Denis retired some years ago and is looking forward to promoting Care-Free along his travels in his Caravan. We welcome Denis as a Care-Free Dealer!



Maree and Denis Norriss visiting Sydney.

Care-Free at ABC Gardening Show, Sydney

Care-Free will be attending the Gardening Expo at Rosehill Gardens Racecourse on the 20th to 22nd of August.

Come and see us at stand U70.



Bob’s Maintenance Tip

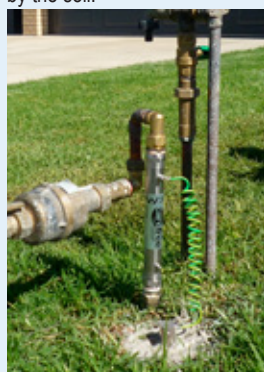
Don’t bury your Care-Free Water Conditioner

I recently had a customer who was so pleased with his Care-Free Conditioner that when he moved house he took his Conditioner with him.

However at the new home, he phoned us to say his Conditioner wasn’t working properly, even though he had a good mA reading from his mag rod.

When we inspected the installation the customer had completely buried the Conditioner in the ground. After removing all the soil from around the Conditioner, it worked perfectly.

The reason it didn’t work was that the electrical field around the Conditioner casing had been restricted by the soil.



Correct installation of a Domestic Care-Free Conditioner where it’s low to the ground.



Care-Free at Water Management Conference - Orange, NSW

The annual LGSA Water Management Conference is on the 12th to 14th of September. Hosted by Orange City Council the event provides Local Government with a broad range of information on water management issues.

Care-Free will be on display at Stand 10.

Have a Good Story to Tell?

Tell us your stories and experiences with Care-Free Water Conditioners.

Our newsletter editor is always looking for special stories.

Let us know at watguys@carefree.com.au.



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