

Distributors  
Wanted



24 Volt  
IMPULSE-  
TECH



# Your eco-friendly anti-scale system

Quality Made in Germany



# CWT – Expertise in water treatment

## Company

Christiani Wassertechnik GmbH (CWT) was founded in 1948 and is already in its third generation of developing system solutions against scale and rust.

## Products

The product series Vulcan offers seven different sizes of equipment and has been successfully distributed in the business, industry and private sectors for over 15 years. In addition to this tested and proven series is now a new product for the private client: the new **calmat®**.

## Markets

CWT achieves its greatest turn-over in exports. Soon after its inception, the company expanded into Europe and today it is present in Asia, the Middle East and as far as Australia. Today, the CWT sales network reaches over 50 countries world-wide.





These references show a selection of the many letters of recommendation we have received from satisfied customers.



for max.  
1 1/2" pipe





## calmat® – Against scale and rust

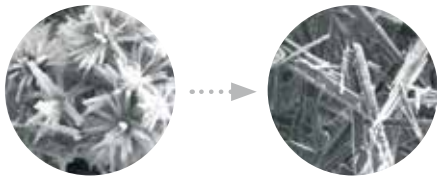
### The salt-free alternative to water softeners

calmat® is the eco-friendly solution against scale and rust especially for use in private homes or small hotels, etc.

- calmat® minimizes new deposits from forming in pipes
- calmat® slowly sanitizes the complete piping system
- calmat® protects against corrosion and rust
- calmat® is suitable for all pipe materials
- calmat® saves energy costs; and heating water becomes more efficient
- calmat® prolongs the lifespan of household appliances
- calmat® protects the environment by saving washing powder, additives and aggressive cleaning products
- calmat® also works effectively at high degrees of water hardness
- calmat® for max. 1½" pipe



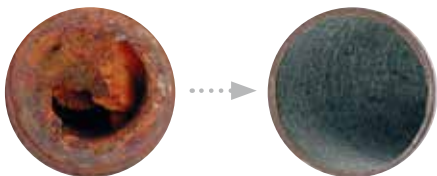
# The calmat® technology



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



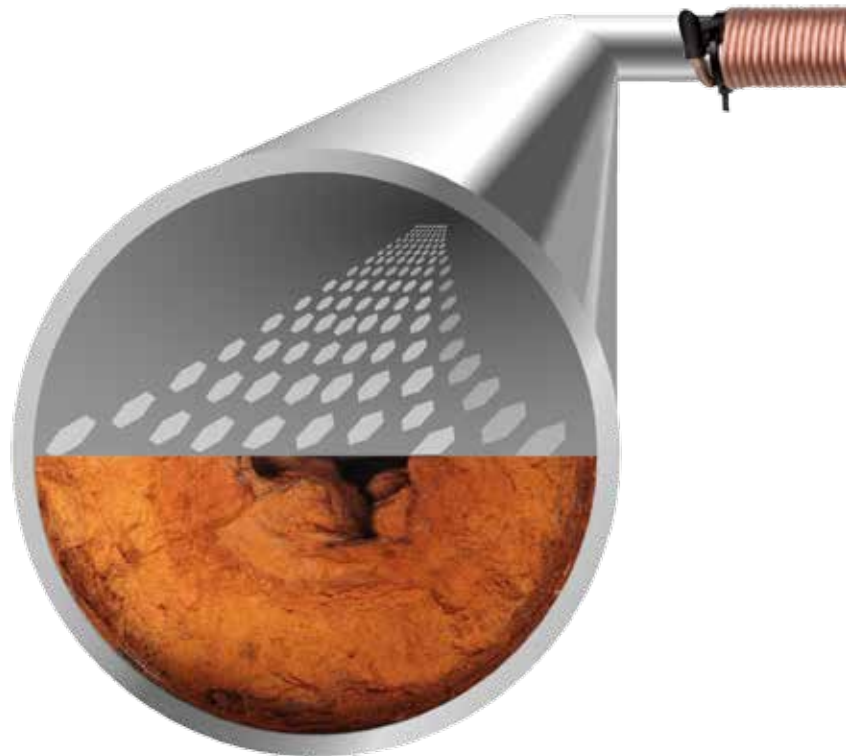
**2) calmat® slowly sanitizes the piping system.** During the natural crystallization process, scale is deposited and released simultaneously through carbonic acid. calmat® changes this balance, so that pre-existing deposits are now removed through a small surplus of carbonic acid.



**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 further corrosion.

## Advantages of the calmat®-Impulse-Technology

- **calmat®** works without salt or chemicals
- **calmat®** retains important minerals in the water
- **calmat®** works independently from the water velocity
- **calmat®** works without magnetic fields
- **calmat®** works totally maintenance-free



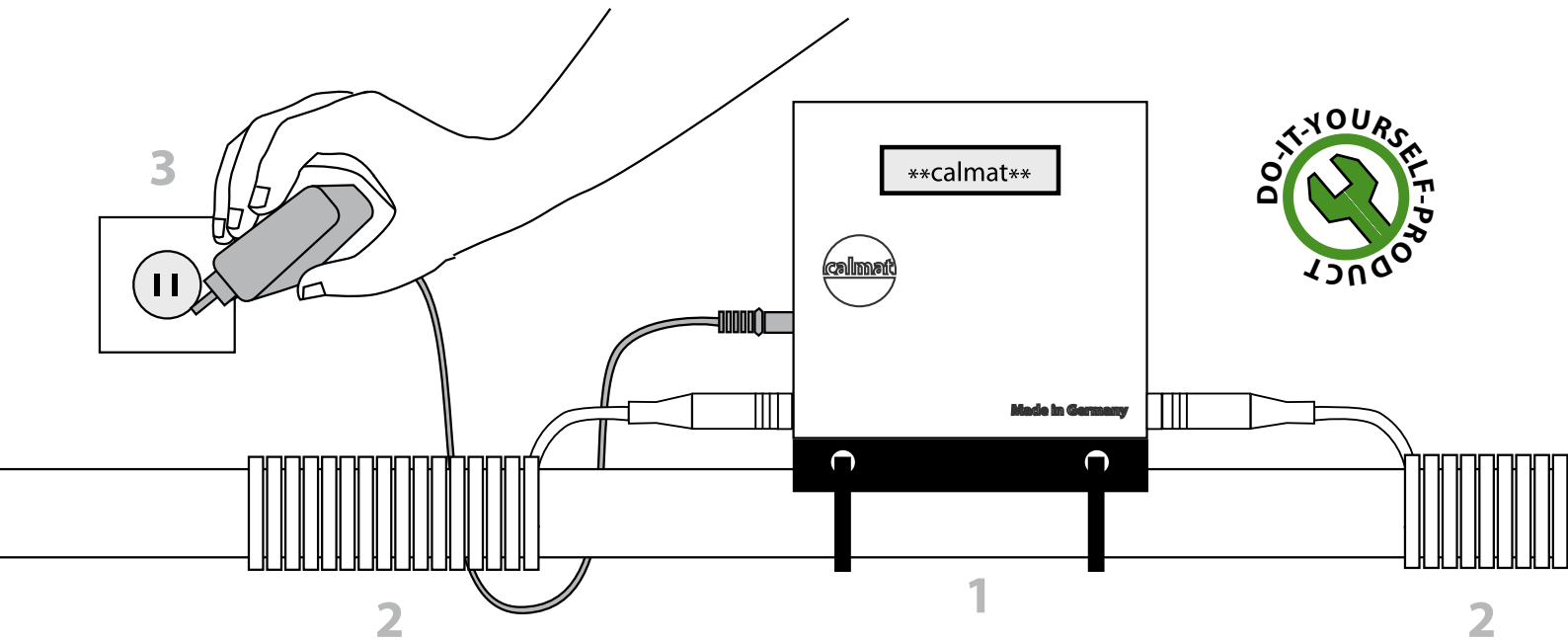
# Easy 3 step self-installation

No need to dismantle the piping system

**1** Attach **calmat®** to the pipe

**2** Wind the impulse cables around the pipe

**3** Connect the plug







# calmat<sup>®</sup> – The Do-It-Yourself product

The eco-friendly product for private buyers

Maintenance-free	
Eco-friendly – No chemicals or salt needed	
Suitable for all pipe materials	
Simple program choice in 8 different languages	<a href="#">Program choice&gt;&gt;R</a>
24-V Impulse-Technology from CWT	
Certified quality product	
Developed and manufactured in Germany	
5 years international warranty	
Very low electricity consumption	

# 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	<span style="color: blue;">■</span> very soft
71 - 125	4,1 - 7,9	7,1 - 12,5	<span style="color: green;">■</span> soft
126 - 250	8,0 - 14	12,6 - 25	<span style="color: yellow;">■</span> medium hard
251 - 500	15 - 21	25,1 - 50	<span style="color: orange;">■</span> hard
501 and more	22 and more	51 and more	<span style="color: red;">■</span> extremely hard





## Your potential customer

The water supply in most regions of the world can contain 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. The **calmat**<sup>®</sup>, the eco-friendly alternative against scale and rust, fills this gap in the market.



# 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®**.



### calmat® video

The monitor is integrated in the cardboard display (POS) 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.



# calmat® – Packaging



calmat packaging size 55 x 275 x 255 mm



Extensive instruction manual in more than 8 languages



Warranty card



# 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 any necessary 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 either on the packaging or in the film.

## III. Post-Sale

The **calmat®** website offers extensive information in several languages.

**[www.calmat.net](http://www.calmat.net)**

A product by



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