

Holiday Inn

The Holiday Inn Express Hotel in Socorro, New Mexico solved their hard water problems with the installation of the new electronic descaler "ScaleBlaster™." The unit requires no maintenance or chemicals to operate, unlike a water softener.

The 80-unit hotel, located about 78 miles south of Albuquerque, has always experienced problems from the hard water and calcium buildup on plumbing fixtures. Because of the hard water, a tremendous amount of laundry soap and supplies were required to wash the towels, bed sheets and other items on a daily basis. Extra labor costs were incurred from cleaning the hotel bathrooms, where white calcium deposits were accumulating in the shower heads and around faucets and in the toilets.



The Holiday Inn Express, Socorro, New Mexico

In December of 1998, Clearwater dealer **Bob Kraft of Kraft Enterprises** installed three **ScaleBlaster™** units at the Holiday Inn - one each on the hot and cold lines going to the washing machines, and one on the incoming water line going to the entire hotel. Almost immediately, management experienced that they were able to drastically cut down on their laundry soap, chemical and other supplies about \$400 a month - a savings of \$4,800 annually!

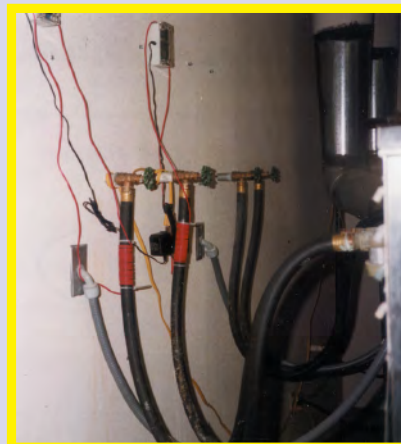
Over a period of time, management noticed that the towels were lasting longer due to less detergent and bleach use.

Additional savings are realized from less labor required to clean the bathrooms from scale deposits and from scale deposits clogging up the shower heads. The fixtures and plumbing equipment are lasting a lot longer because scale is no longer forming.



A large ScaleBlaster™ unit was installed at the incoming water source on 1 1/2" PVC pipe going to the hotel.

- **Savings of \$4,800 annually on laundry soap and supplies**
- **Showerheads, faucets, toilets & plumbing fixtures last longer**
- **Bathrooms are easier to clean**
- **Bath towels last longer because of less detergent and bleach use**



Individual units (pictured to the left) were installed on the hot and cold water lines going to the washing machines (see photograph to the right). The Holiday Inn is saving \$4,800 annually on laundry and bleach expenses just from this application alone.

SCALEBLASTER™



May 11, 1999

Bob Kraft
Kraft Enterprises

Dear Bob,

Since the installation of the SB 100 Scaleblaster on our main water lines into the Holiday Inn Express hotel, the following observations have been seen; we have saved 75 % in laundry soap and our bathrooms have been easier to clean. The scale problems have disappeared. Even our showerheads have lost that white scale. We installed this unit in December 1998 and have saved about \$400.00 a month on laundry soap and supplies, because our water is softer and we need less soap and chemicals. As of May 1999, our hotel has saved over \$2,000.00. We are also seeing a longer life for our towels by using less detergents and bleach. Thank you for this great product.

Sincerely,

Deborah Grider
General Manager

1100 California NE • Socorro, NM 87801
Independently owned and operated by ARB-Reddy Corporation

◀ Letter written by **Deborah Grider**, General Manager of the **Holiday Inn**, confirms the **ScaleBlaster™** success story.



The **Holiday Inn**, located in Socorro, New Mexico, has enjoyed the **ScaleBlaster™** electronic descaler since December 1998. The unit requires no salts, chemical or maintenance.



World-Wide Distribution
in over 75 countries



A Revolution in Water Purification
Clearwater, Florida

Clearwater-Enviro.com

© **Holiday Inn Express** is registered trademark.

© 2007 Clearwater Enviro Technologies, Inc.