

The case against buying a water softener online or at a big box store

Today's consumer is increasingly more informed than any other time in history. The internet provides access to almost anything. With the advent of the smartphone, it gave connected consumers instant internet access no matter where they are, thus enabling them to find answers to almost any question, at any time.

Many companies have taken advantage of the internet and online buying for the do-it-yourselfer to promote their products. While this is great for the consumer to compare prices, become educated, and shop for a particular brand, it is not always the best way to purchase a product that requires professional knowledge, installation, and service. This is particularly true for in-home water softeners. While it is tempting to purchase what looks to be a "good deal" on-line or at a big box store, this can often be a mistake. Water softener technology, minerals, applications, and quality vary widely across the board and without the knowledge of a professional, a consumer will often encounter big problems. Even some of the most talented do-it-yourselfers will not install their softener properly resulting in an ineffective application, inefficient water and salt use, leaking, and other maintenance problems down the road. In addition, on-line sellers typically do not have the margins to provide adequate assistance, trouble-shoot problems or provide warranties to stand behind their product. Needless to say, this can be problematic for the consumer. Alan Manufacturing *Waterfall Systems* brand of water treatment equipment is manufactured with the highest quality components at our facility in Lancaster, PA. We have been in business for over 34 years and cater exclusively to water treatment professionals, plumbers and installers. Alan Manufacturing has the advantage of three decades of experience and knowledge providing expert advice and guidance to the trade professional. In addition, Alan Manufacturing will stand behind its work providing problem solving solutions or equipment replacements when necessary. Remember: Quality Remains Long After the Price is Forgotten.

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