

Facts not fiction, Information not hype



Key Differences

Block Salt Softener	Ensign C-11AVSM4 Softener
1. 8Kg Block salt delivered costs approximately 43% more per Kg than 10Kg Tablet Salt delivered. (Nov 2014)	1. This means the block salt softener will cost approx. £61.15 more per year in salt costs adding up to £917.25 more to run a block salt softener rather than an Ensign over a 15 year working life.
2. Warranty may be voided if you don't buy their block salt at premium price.	2. Ensign say there is absolutely no difference between brine made from block salt, tablet salt or granular salt. The real difference is just marketing.
3. User has to remember to check the salt levels regularly in case it runs out by opening the cupboard and looking inside the softener themselves.	3. The Ensign Salt Monitor will check the salt levels for you and alert you with a flashing LED and gentle bleep about 7 days before it actually needs your attention.
4. A block salt softener keeps a second cylinder offline where water can stagnate over long periods of inactivity like holidays.	4. The Ensign C-11AVSM4 will keep things fresh every 7 days no matter how long your holiday.



Myth Busters

FICTION	FACT
Ensign do not have a non-electric water softener.	All water softening is non-electric. Only the electronic controller and salt monitor systems use electric and then only at a safe 12 volts. That's about 15p per month.
The only choice is 8Kg block salt or heavy 25Kg tablet salt.	Tablet salt has been available in 10Kg bags with a handle since 1998, which is convenient for the user to manage. Costs a lot less than block salt too!
Ensign's must be serviced.	About once per month, the Ensign water softener will tell you when the salt is getting low and needs refilling within the next 7 days. Every 10 to 15 years the Ensign water softener will need the softening media to be changed in the workshop, like all water softeners do.
We must fit a carbon filter on your hard water drinking tap and charge you to send the cartridge every 6 months.	Most people do not use carbon filters nowadays. Now we have the consumers guide on water softeners, most people drink the softened water without any extra cost of filtering.
Ensign have a short guarantee and limited support.	Ensign machines have the assurance of a an unconditional 5 year parts guarantee, 5 year labour, 5 year call-out guarantee, 5 year wear and tear guarantee and a 12 months money back guarantee if not completely satisfied. After that period Ensign will continue to support you for as long as you have your water softener. We promise a lifetime of support. It's as simple as that. Unlike some other companies, we never tell you your softener is too old and you'll have to buy another one.
We must rush out and visit your house as soon as we can to quote you for your installation.	When requested to call, we provide written quotes for you to consider in your own time. Ensign do not pester prospective customers, thank goodness.