



CASE STUDY

“Andy says that the EasyWater family’s level of customer service goes above and beyond that of any company he’s ever dealt with.”

## Cornerstone Services

### 01. Challenge

Andy Dennis, service manager at Cornerstone Services in upstate NY, was hearing regular requests from his customers for an alternative to their salt-using water softeners. They were tired of hauling bags of salt, and many were doing everything they could to keep extra sodium out of their diets. With an average water hardness of 24 gpg and lots of iron in his service area, he knew that he needed to find a quality solution that would both meet the needs of his customers, and live up to their expectations.

### 02. Solution

When Andy discovered EasyWater's No-Salt Conditioner, he waited to introduce it to his customers until he had seen the results for himself. His own home, an old farmhouse with hard water and years of scale build-up, proved to be the perfect testing ground. He installed the NSC 2200, and after just a couple of weeks he unscrewed his showerhead to find a small accumulation of scale chips - a sign that his No-Salt Conditioner had gone to work dissolving and removing years of build-up from the inside of his pipes. This was the proof he needed, and he immediately began providing EasyWater solutions to his own customer base.

### 03. Results

Andy knew he had made the right decision when he received positive feedback almost immediately. His very first EasyWater customer called after two weeks, ecstatic that his No-Salt Conditioner was working exactly as promised. The No-Salt Conditioner remains Cornerstone's most popular EasyWater solution, with Iron Shield+ a close second for customers with iron in their well water. Andy says that the EasyWater family's level of customer service goes above and beyond that of any company he's ever dealt with, which in turn allows him to provide unsurpassed service to his own water treatment customers.

### About EasyWater

EasyWater is a world leader in solving water-related problems. The use of innovative technologies allows EasyWater to solve many difficult water issues without using salt, potassium or other chemicals. Our philosophy is to be conscientious of people's needs in resolving their water problems, while also doing all we can to protect our environment's natural water supply.