



WaterGroup®
WATER TREATMENT



Why Test Your Water?

Clean, safe drinking water is essential for health and well-being, yet many homeowners are unaware of what's actually in their water. Whether their water comes from a private well or a public supply, contaminants can enter through aging pipes, environmental runoff, or outdated infrastructure. Home water testing is the critical first step in identifying potential issues, ranging from harmful bacteria and heavy metals to unpleasant tastes and odors. By understanding the water's unique profile, you can make informed decisions about treatment options that protect your customer's health and improve water quality at the tap.

The Homeowner's Benefits of Clean Water

Health & Illness Prevention

According to the CDC, contaminated water can lead to gastrointestinal illness, reproductive issues, and neurological disorders, especially in vulnerable populations like children, the elderly, and those with weakened immune systems.

Cleaner Food & Dishes

Filtered water improves the taste and safety of food and beverages and prevents residue on dishes and glassware.

Improved Laundry Results

Soft water helps detergents work more effectively, keeping clothes brighter and extending fabric life.

Appliance Longevity

Clean, treated water prevents scale buildup in pipes and appliances, helping them run more efficiently and last longer. Treating hard water can extend the life of appliances like dishwashers and washing machines by 30–50%, reducing repair and replacement costs.

Energy & Cost Savings

Hard water (rich in calcium and magnesium) can reduce water heater efficiency by up to 48%, increasing energy bills.

Better Skin & Hair

Chlorine, calcium, and magnesium in untreated water can dry out skin and hair, leading to irritation, dullness, and breakage.





Empowering Contractors to Deliver Confidence

At Source Atlantic, we equip contractors with the knowledge, tools, and support they need to confidently guide homeowners through their water treatment options. Through WaterGroup product training to resources, we ensure our partners are well-prepared to explain the benefits of clean, safe water.

If a homeowner requires a specialized system, our strong supplier network allows us to source and deliver custom solutions efficiently. By offering this level of service, contractors can set themselves apart from the competition and earn the trust of homeowners looking for dependable, knowledgeable professionals.

What is Measured?

A home water treatment test analyzes your water for a variety of physical, chemical, and biological characteristics to determine its safety and quality. Common measurements include:

- **Hardness** (calcium and magnesium levels)
- **pH level** (acidity or alkalinity)
- **Iron, manganese**
- **Total dissolved solids (TDS)**
- **Sulfates**
- **Tannins**

These results help identify potential health risks, aesthetic issues (like taste, odor, or staining), and guide the selection of the most effective water treatment solutions for the home or business.



Tailored Solutions for Every Water Challenge

Once the water has been tested and analyzed, the next step is finding the right solution, that's where our expertise comes in. Contractors work directly with Source Atlantic & WaterGroup to interpret the test results and select the most effective water treatment system for the homeowner's specific needs. We ensure every recommendation is backed by science and tailored to their water profile.



Water Softener



Water Filtration



Drinking Water

Water Softening

The process that removes minerals like calcium and magnesium that cause water hardness. Hard water can lead to scale buildup in pipes and appliances, reduce the effectiveness of soaps and detergents, and leave spots on dishes and fixtures.

We provide a variety of different systems, tailored for various size homes or commercial application. The entire offering of water softeners can be found on the WaterGroup products page:



95
Commercial
Grade

189UF
Residential
High-flow

189UF Cabinet
Residential
Compact

Water Filtration

Point-of-use and Point-of-entry Water filtration is the process of removing unwanted substances from water such as sediment, chlorine, heavy metals, and other contaminants by passing it through a physical barrier. The purpose is to improve the water's overall clarity.

Common Types of Water Filtration:

- Sediment Filters: Remove dirt, sand, and rust particles.
- Activated Carbon Filters: Absorb chlorine, volatile organic compounds (VOCs), and improve taste and odor.
- Specialty Filters: Target specific contaminants.

The entire offering of water filters can be found on the WaterGroup products page:



Water Purification

Water purification is the process of removing harmful contaminants, pathogens, and impurities from water to make it safe for human consumption and use. While filtration typically targets physical particles and some chemicals, purification goes a step further by eliminating dissolved contaminants that could pose health risks.

Common Water Purification Methods:

- Reverse Osmosis (RO): Removes a wide range of dissolved solids, metals, and microorganisms.
- Ultraviolet (UV) Disinfection: Uses UV light to kill bacteria, viruses, and protozoa.

The entire offering of water filters can be found on the WaterGroup products page:



Next Step: Bringing Water Treatment to the Customer

1. Start the Conversation

The plumber meets with the homeowner to discuss water quality concerns and provides information on available treatment options.

2. Customer Agrees to Testing

If the homeowner is interested, they will complete the Water Analysis Form the Sample Kit, you will also use the bottle to collect the water sample.
(Test Kits supplied by Source Atlantic)

3. Submit the Sample

The plumber delivers the sample to Source Atlantic, who then ships it to WaterGroup for analysis. The plumber also has the option to ship directly to WaterGroup.

4. Receive the Results & Quote

WaterGroup sends the test results to both Source Atlantic and the plumber, ensuring everyone is informed and aligned. Source Atlantic will provide a quote for the recommended system.

5. Present the Solution

The plumber shares the report & quote with the homeowner, discusses the benefits, and assesses their interest in moving forward.



**Contact the Plumbing & Heating team today to get started
on your path to providing cleaner, healthier water!**

<https://www.sourceatlantic.ca/WaterGroup>



07/17/2025