



Altura Water Softener Rebate & Optimization Program - Why Participate?

Save Money, Save Salt

- Optimized water softeners protect your pipes and fixtures from build up
- Less energy needed to operate water heaters
- Optimized and new efficient water softeners use less salt and save you money
- Less salt use means fewer heavy salt bags to buy and carry down to the basement

Protect the Environment

Chloride found in water softener salt travels through wastewater into lakes and streams and cannot be feasibly removed.

- Chloride is toxic to aquatic life and affects both species diversity and populations
- Chloride harms aquatic vegetation health
- Chloride affects soil's ability to retain water and store nutrients

Protect your Drinking Water

75% of Minnesotans rely on groundwater for their drinking water

- Salt negatively affects both the taste and healthfulness of drinking water
- Chloride from salt increases corrosivity in drinking water

Check your Water Softener

You can have your softener adjusted to increase salt efficiency. A water conditioning professional will come to your home and complete these adjustments free of charge. While there, they will also determine if your softener is an old timer-based softener, 15 years or older or salt inefficient. Rebates are available toward replacement of these older high salt use softeners.

Get a 40% rebate for upgrading to a high efficiency softener that regenerates based on water use and uses less salt, or have your softener optimized to reduce salt use and save you money.

Find out more about the [Water Softener Optimization & Rebate Program](#).



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