

My Pledge To You

All you have to do
is.....

Call us and ask for me, Matt Jones. I am our water specialist and I will answer any questions you have. I can come out to your home, test the water, and recommend a Platinum solution that is tailored to your individual needs and wants. I do not charge a dime to do this and when I am done you will be armed with all the information you need to make the best decision for your water softening needs.

I am a licensed master plumber so I have many years of experience that allows me to recommend the most trouble free and efficient installations. I also own the company so you know I will work extra hard to earn your trust and respect. I treat my customers the way I want to be treated.

I don't mind coming to your home during the hours that are convenient for you so please don't be afraid to ask for evening or weekend appointments. I know your busy and I am eager to help.

Just call the appropriate number for your area from the list to the right.

See you soon! *Matt Jones*

I am a customer just like you. Maybe not in plumbing but for other things like windows, siding, cars, and just about anything else you can think of. I understand what it means to be treated like your just a walking dollar bill whose only purpose in life is to be deposited in the bank of a salesperson.

When I come to your home to discuss a water softener with you, you will be treated like the worthy of respect homeowner that you are. Yes, it is my hope that you will purchase a water softener from me but I will not pressure you in any way and the only information you will receive from me will be honest and accurate. I will simply give you all the information you need and let you decide what to do with it.

Please don't let your dislike for salespeople keep you from at least learning more about how a Platinum Water Softener can impact your plumbing, quality of life, and comfort.

Sincerely and Professionally,

Matt Jones

MP M:d
West Plumbing
"Complete Plumbing Service You Can Trust"

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Basehor, KS 66007

Overland park (913)648-0032
Olathe (913)782-6446
Kansas City(913)721-0003
Tonganoxie (913)369-8600
Leavenworth (913)651-0001
Lawrence (785)749-0022
Basehor (913)724-3950



Do the ugly **spots on your dishes** have you ready to scream?

Or the **soap scum** on the shower door?

Or your **dry skin** after a shower?

Or your **dull scratchy laundry**?

Midwest Plumbing and the **Platinum Water Softener** are the solution.

Guaranteed.



How Platinum Water Softener Is The Best Choice For Your Home You'll Ever Make

The Midwest Plumbing, LLC Platinum Water Softener



Our high quality water softener is guaranteed to improve your dishes, shower walls, laundry, skin, and hair. We are so confident in this that we offer a 100% satisfaction guarantee or your money back.

On top of that the Platinum comes with a lifetime warranty on the salt tank, resin tank, and resin beads; a 10 year warranty on the electronics and all other parts, and a 6 year labor warranty. Extended warranties are available and different packages carry different warranties and options.

The following pages show how it does what it does and why it is the absolute best water softener your money can buy.

What is "hard" water?

Simply put, "hard" water is water that has high concentrations of calcium and magnesium particles otherwise known as ions. These hard water particles like to cling to anything and everything. That is why spots form on dishes and soap scum builds up on shower doors, walls, and tubs. Hard water particles even grab hold of the soap you use in bathing and laundry. This causes the soap to lather poorly and is responsible for the ring left behind after a bath, the cloudy film that accumulates on the shower door, or rough scratchy fabric after you've done laundry.

What is "soft" water?

Well, soft is the opposite of hard so when these hard water particles are removed

from the water we call it "soft". Softened water is devoid of the calcium and magnesium particles that like to cling to things thus dishes rinse clear, soap doesn't form scum to stick to walls and doors, skin feels smooth and soft and hair is shiny and full.

Did you know that a large percentage of what is in a bottle of laundry detergent are chemical softening agents? Yep, you see before your laundry

soap can do it's job it has to first soften the water. With soft water your soap can

just get to the main chore of cleaning the clothes. In fact, if you have soft water you can buy pure soap that lasts much longer per bottle and saves your laundry the abuse of hard water.

You don't have to live with it!

Softening your water is easy, 100% effective, improves the quality of life in your home, extends the life of your plumbing system, and is one of the rare home improvements you can do that will actually pay for itself over time.

We are excited to be your water softening provider and would love the opportunity to talk with you about a Platinum Water Softener for your home. **NO gimmicks! NO high pressure sales routine!** We will simply give you a straight forward, guaranteed not to change price quote for the system that is best for you and your home. Quotes are free and I will come to meet with you at your convenience. See the back panel of this brochure for instructions on how to schedule a visit.

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The MP Platinum Water Softener in action at one of our satisfied customers homes.