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PRIMAFLOW F&P TO STOCK BREAKTHROUGH LIMESCALE FILTER

The UK's largest heating, plumbing and bathroom wholesaler Primaflow F&P has added the revolutionary NoCalc water treatment and filtration system to its nationwide stock portfolio. The eco-friendly, WRAS-approved system – which offers whole-house protection against build-up of limescale and corrosion in hard water areas – can be installed in under an hour, making it a popular choice for merchants.

Unlike traditional water softening devices, NoCalc requires no salt or electricity, does not create backwashing, and also requires zero maintenance – making it an environmentally-friendly, economical choice for the 70% of UK residents living in hard water areas.

The system neutralises the damaging effects of calcium and magnesium in water, using a food grade additive which is perfectly safe for human consumption – resulting in water that is 100% safe for drinking, whilst at the same time reducing users' energy costs. Furthermore, the minerals in the water remain, benefiting the health of the occupants of the home – unlike a traditional softener, which would remove these benefits.

Primaflow F&P's Category Manager for Heating Mark Shelford explains that end user interest is expected to filter through into high demand at the merchant purchase point:

“This unique product offers a solution to many of the issues associated with hard water – from minimising household boiler and appliance damage, to delivering positive effects for people with skin irritations caused by hard water. Another benefit seen soon after installation is a reduced build-up of scale on showerheads and taps, and across other areas of the home.

“NoCalc will appeal to end users on many levels: it is affordable, energy-saving, comes with a lifetime guarantee, and is very quick to install, even in small spaces – which of course benefits both the end user and installer alike.

“As such, we are anticipating a significant demand at the merchant level for this system – and we have high stock levels in place, ready to distribute next-day across our nationwide network of customers.”

The NoCalc system works on a simple two-step basis: after the pre-filter mesh removes any impurities, water is treated with the food grade NoCalc solution, which forms a protective barrier around the calcium and magnesium, preventing it from sticking to surfaces and forming limescale.

NoCalc’s starter packs come complete with a universal, easy to fit connector set and unique long-life cartridge, each of which treats up to 40,000 litres of water, lasting 12 months per person on average. The pack comes with an optional but discrete sound warning, acting as a reminder when the cartridge needs replacing.

Primaflow F&P supplies plumbing, heating and bathroom products to a nationwide network of more than 7,000 independent merchant, retailer and showroom customers, with online ordering available 24/7. New customers can set-up an account by visiting www.primaflowfandp.co.uk.

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For information on the products and services provided by Primaflow F&P, contact F&P Wholesale, Eldon Way, Crick, Northamptonshire, NN6 7SL.

E-mail: info@fpwholesale.co.uk Website: <http://www.primaflowfandp.co.uk>



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Notes to editor:

Primaflow F&P is the UK's biggest wholesaler of plumbing, heating and bathroom materials, providing more than 18,000 products to over 7,000 customers. With roots going back 40 years, Primaflow F&P has established a reputation within the merchant sector for offering quality products and a first-rate service at a competitive price.

Since 2010 NoCalc has financially supported UNICEF, the United Nations Children's Fund, to fund the development of drinking water projects and provide them with a healthier future.

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