

KENT
HOME
Water Softener
HOUSE of PURITY

Water as
GENTLE
as nature wants it to be

For
Bathing & Washing



ENSURE **100%** PROTECTION 
WITH 100% SAFE WATER

Ensuring Safe and Clean Water For Your Home



KENT Automatic Water Softener

KENT Bathroom Water Softener

KENT Washing Machine Water Softener

KENT Sand Filter

KENT Iron Removal Filter

Today, a large part of India is fighting with hard water problems. Hard water has a very high degree of magnesium and calcium. The presence of these chemicals create a host of problems for us like brittle hair and harsh skin. It makes hair sticky and eventually leads to hair fall. And those with young ones at home have to be doubly precautious because hard water can give babies painful rashes.

Hard water also makes our clothes pale and reduces the life of our appliances by almost 50%. Sand in ground or borewell water or high degree of iron in the water is undesirable as it hinders all activities like bathing, washing utensils or clothes. These critical problems require specialist solutions.

KENT is the market leader in RO, with their patented KENT Technology. Over the years, the brand has developed many innovative Water Treatment Solutions. KENT now presents an effective range of 'Home Water Softeners' and 'Sand & Iron Filters' to address these problems. Water Softeners are uniquely designed keeping your specific need of converting hard water into soft water while Sand & Iron Filters remove sand and iron from the water. All this to make sure you family doesn't face any water related issue.



KENT Iron Removal Filter

Protect Your Home From Using Water With Iron

IRON IN WATER PROBLEMS

In certain parts of India, municipal and underground water is full of iron, arsenic and other impurities. They hinder bathing and washing clothes (uses excessive soap & shampoo) and also leads to various diseases like skin cancer, high blood pressure, pulmonary diseases, etc.

REMOVE EXCESS IRON CONTENT FROM WATER

KENT presents Next-Gen Iron Removal Filter that is designed for household application. This device uses absorption process to reduce dissolved iron in water to make it usable for domestic purposes. Apart from this, the KENT Iron Removal Filter comes with exclusive features like:



NON-ELECTRIC
PROCESS



ELEGANT
& **COMPACT**
DESIGN



EASE OF
INSTALLATION
AND USE



HIGH-QUALITY
MEDIA FOR
LONGER LIFE



LOW
MAINTENANCE
COST



Floor Standing



Features

- Increases the life span of appliances
- Prevents fabrics from losing their natural look and feel
- Reduces hair loss
- Reduces consumption of soap and shampoo
- Increases life span of bathroom fittings
- Reduces cooking time, consumption of gas and increases life span of kitchen appliances

KENT Sand Filter

Protect Your Home From Sand in Water

SAND IN WATER PROBLEMS

Most households in India use tubewells, borewells and ground water to meet their daily water needs. Presence of visible dirt, sand, metal flakes and small stones in ground water might render it unsuitable for use.

MAKE BOREWELL WATER FREE FROM SAND & MUD

KENT brings Next-Gen Sand Filter that's innovatively designed keeping the problem of turbid water in mind. It helps filter out sand and other such elements to make the water that you will use, clean. KENT Sand Filter is not just an effective appliance to remove suspended particles like visible dirt and sand from water, it is designed to cut out the turbidity of water without any use of electricity. KENT Sand Filter comes with exclusive features like:



NON-ELECTRIC
PROCESS



ELEGANT
& **COMPACT**
DESIGN



EASE OF
INSTALLATION
AND USE



HIGH-QUALITY
MEDIA FOR
LONGER LIFE



LOW
MAINTENANCE
COST



Floor Standing

Features



- High Capacity with Maximum Flow Rate of 3000 L/hr
- Makes water sand-free
- Reduces odour in water
- Provides clean and mud-free water
- Reduces deposits on bathroom fittings and marble floor
- High capacity operation as regeneration can be done any number of times
- Easy to install and use



KENT Bathroom Water Softener

Keep Your Hair & Skin Healthy

Features

- Ideal for Flats & Individual Bathrooms
- Reduces deposits on bathroom fittings and marble floor
- Reduces water consumption
- Reduces consumption of soap and shampoo
- Non-electric process with a simple two step regeneration process
- Enhances the quality of water by replacing hard salts of Magnesium & Calcium with Sodium
- No pressure operation and standby mode for longer life
- Easy to install and use



SOFT WATER
WILL MAKE
SKIN SOFT
AND SUPPLE



SOFT WATER
WILL MAKE
HAIR HEALTHY



REDUCES
SOAP AND
SHAMPOO
CONSUMPTION



REDUCES
DEPOSITS IN
APPLIANCES
LIKE GEYSER



HIGH-QUALITY
RESIN FOR LONGER
LIFE AND EFFICIENT
ION-EXCHANGE
PROCESS

KENT Washing Machine Water Softener

Enhance Life & Efficiency of Washing Machine

Features

- Ideal partner tailor-made for your automatic washing machine
- Easy to install and no additional plumbing cost involved
- Saves energy by 25% & save money as well
- Prevents rusting inside washing machine
- High-quality resin for longer life and efficient ion-exchange process
- Non-electric process with a simple two step regeneration process
- No pressure operation and standby mode for longer life



REDUCES
WATER AND
DETERGENT
CONSUMPTION
BY 50%



ENHANCES
WASH QUALITY
AS IT HELPS
PRODUCE
MORE LATHER



ENHANCES
WHITENESS &
LUSTRE
OF CLOTHES



INCREASES
LIFE OF WASHING
MACHINE



PREVENTS
SCALE
FORMATION
IN APPLIANCES



Hard Water Problems

Hard water with high presence of excess minerals such as calcium & magnesium dries our skin and hair, makes our clothes turn pale and wears out our appliances. Our skin becomes harsh, losing its suppleness and hair become sticky when they come in contact with hard water, and the most expensive detergents don't lather well. The mineral deposits leads to scaling in our expensive appliances like geyser and washing machine that affects their performance and reduces their life by 50%. Apart from this it also leads to clogging of shower and salt deposits on sanitary wares.

KENT Automatic Water Softener

Protect Your Hair, Skin & Clothes From Hard Water

With KENT, now you don't have to worry about hard water problems. We are here to offer a solution in the form of KENT Home Water Softeners. These are designed to resolve your daily problems related to hard water and come along with KENT's promise of smooth performance. Now to protect your hair, skin and clothes from hard water, choose the product that best suits your requirements and enhances the quality of your life naturally.



**MAKES
YOUR HAIR & SKIN
HEALTHY**



**REDUCES
WATER
CONSUMPTION**



**PRODUCES
MORE LATHER**



**ENHANCES
WHITENESS & LUSTER
OF CLOTHES**



**INCREASES
LIFE SPAN OF
YOUR APPLIANCES**



**REDUCES
SOAP AND SHAMPOO
CONSUMPTION**



40L / 25L



Floor Mounting



Features

- Reduces hair loss and prevents drying of skin
- Reduces consumption of soap and shampoo
- Prevents fabrics from losing their natural look and feel
- Enhances the quality of water by replacing hard salts of Magnesium & Calcium with Sodium
- Fully automatic microprocessor controlled time based regeneration process regenerates at a fixed time and display as well
- High capacity operation as regeneration can be done any number of times



HOUSE of PURITY

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