

Aquafacts No. 1

Getting to know Aqua-Nouveau

A brief history

Aqua-Nouveau Limited was formed in 1988 through a management buy out and became established in a 418 sq m (4500 sq ft) factory with showroom, in Basingstoke, where we still operate from today. Over time we have become one of the largest independent specialist of residential water treatment in the Thames Valley & North Hampshire offering a wide range of commercial as well as domestic water treatment systems.

Why buy from Aqua-Nouveau?

Aqua-Nouveau is set up differently to many others in our industry. We are therefore fortunate in being able to sell the remarkable **Kinetico** and **Hague** softeners (see below). These manufacturers insist their distributors meet certain criteria in providing dedicated customer support in the way of showroom facilities, installation, servicing, after-care, salt deliveries etc.

We would like to make it clear we are not a 'non-servicing agent'. Some local competitors 'contract out' a great deal of their work. Aqua-Nouveau's dealer agreement requires us to cater for all customer needs using the trained skills of our own staff.

The ethos of offering a complete in-house package has enabled us to set high standards of service which can, in most instances, be tailor made for customers; services which can be controlled, monitored and for which we can be fully accountable. Nothing is too much trouble when it comes to the specialist and sometimes difficult requirements of our clientele.

Our skills go much further than water softeners. We are involved in a wide variety of systems from private supplies (bore holes etc.) to purified water for dental practices. We even have a division involved in the relatively new high level pole window cleaning industry. We service most makes of equipment. We operate our own salt delivery service. Over 30 tonne of salt is supplied to homes and businesses throughout the area every month.



The Aqua-Nouveau's trailer will exhibit at a number of shows, retail parks and supermarket car parks during the year (telephone for details of promotional venues or refer to our web site for an up to date list).

From budget to best

If you looking to compare and evaluate the differences in water softeners then Aqua-Nouveau probably has the widest choice in the area. Our range consists of seven models with prices starting at just over £500.00 for our traditional **Sofflow** range. For those happy to pay the extra we have available the most advanced technology to have entered our industry in more than 20 years – the **Hague** 400 and 700. These electronic softeners are 80%+ salt efficient, cutting traditional salt usage by more than 50% and making savings of over £60.00 a year.

Although the Hague is an excellent product it does not have the track record that **Kinetico** have gained with their non-electric, twin cylinder, softeners over many years. Size, reliability and simplicity is the key to **Kinetico's** success in the UK and there range still tops our best sellers list.

Come and see us....

You are always welcome to come and see the full range of products at our showroom in Basingstoke. Alternatively, you can visit our exhibition trailer at various shows and promotions that we undertake throughout the year. We are often to be seen at out of town store car parks (see above) and in garden centres. An up to date list of venues can be found on our web site: www.aqua-nouveau.co.uk

Or let us come and visit you....

Treat buying a water softener as if you were purchasing replacement windows. There is much that we need to know including water pressure, the type of heating system you have, the location related to outside

T: 01256 844044
www.aqua-nouveau.co.uk

The KINETICO K5 reverse osmosis drinking water system



taps etc. A visit to your home enables us to check these points, look more closely at the installation requirements and advise on the most suitable model. There is no cost, or obligation, on your part in us undertaking a site survey. Prospective customers usually value the chance to ask any questions or bring up queries that they may have.

More information on-line: www.aqua-nouveau.co.uk

Our web site is a source of much reference material. We have several 'Aquafact' sheets covering a whole range of subjects concerned with water quality in the home. All our product sheets are available as downloadable pdf files. Our FAQ page is also worth visiting. There are also many links to other sites notable Kinetico and our trade association, the UKWTA.



Aqua-Nouveau supply a wide range of equipment from softeners to providing equipment for private water supplies. We install with our own engineers.



Aqua-Nouveau provide purified water for dental practices and for the high level pole window cleaning industry so that water can evaporate without staining.



Some of our customers

- Alresford Salads, Alresford*
- Arkle Lodge Nursing Home, Overton*
- Aspects of Fitness Centre, Basingstoke*
- Basingstoke & Deane District Council*
- Basingstoke Rugby Club*
- Basingstoke Technical College*
- Basing, Tadley & Whitchurch Police Stations*
- Beehive Manor - B&B, Maidenhead*
- Bracknell & Wokingham College, Bracknell*
- Bracknell Town Council*
- Briars Dental Surgery, Newbury*
- Burghfield Sailing Club, Reading*
- Burnham Dental Surgery, Slough*
- Cabi Bioscience, Ascot*
- Clipso - The Barber Shop, Maidenhead*
- Crouchers Hotel, Chichester*
- Dummer Golf Club, Dummer*
- Elkay Laboratories, Basingstoke*
- Festival Place, Basingstoke*
- First Commercial Bank, London*
- General Motors (GMAC RFC), Bracknell*
- Halifax Property Services, Basingstoke*
- Hambro Countryside Security, Basingstoke*
- Hamptons International, Maidenhead*
- Hartley Wintney Cricket Club*
- Holmes & Marchant International, Marlow*
- Integralis Limited, Reading*
- ITW, Reading*
- Pentax (UK) Limited, Langley*
- Phoenix Dry Cleaners, Camberley*
- Pilkington Glass, Basingstoke*
- Portway Dental Practice, Wantage*
- Prudential Portfolio, Basingstoke*
- Qinetiq, Farnborough*
- The Grange Nursing Home, Sherborne St John*
- The Queens Inn, Dummer*
- The Red Lion Hotel, Basingstoke*
- The Royal Oak, Wrecclesham*
- Rosemary Simmons Memorial Housing Association - Blythe House, Bracknell*
- Royal Ascot Golf Club*
- Scarlet Couriers, Bracknell & Slough*
- Snamprogetti Limited, Basingstoke*
- St Michael's Hospice, Basingstoke*
- Tea Planters & Importers Limited, Alresford*
- The PS Lounge, Basingstoke Sports Centre*
- Tudor Dry Cleaners, Farnborough*
- Thistle Hotels plc, Basingstoke*
- University of Reading*
- Winchester Photographic*
- White Hart Inn, Sheffield on Loddon*
- 'Woodhurst South' residences, Boulton Lock*
- Woodlands Park Royal British Legion Club, Maidenhead*