

SCALERID NOT PROVEN TO SOFTEN WATER

A recent full page newspaper advertisement claimed, "Now you can get rid of hard water problems without expensive water softeners." Also, notice how you can save on the expense of salt by installing a magnetic coil around a water pipe which somehow rearranges water chemistry with "complex signal fields."

Do you want to cure problems such as poor lather from detergents and shampoos, sticky hair, itchy dry skin and a hot water heater that heats up more slowly due to scale build up? ScaleRID to the rescue! Use of this "Green Alternative" environmentally friendly device, you can eliminate the discharge of harmful, toxic chlorides, use electricity equivalent to that of a nightlight and be free of scale build up in 4-5 weeks.

Not only is the **BBB** aware of these scientifically unproven claims, but so is the **Water Quality Association**, an organization that is certified by the **American National Standards Institute** for conformity assessment.

Ohio WQA Executive Director Bob Pope has issued a written report to manufacturers of **ScaleRID** not to advertise information that is misleading to the public about water softening, and about the negatives of soft water systems causing health problems.

The report quotes, "To our knowledge these scale control devices can have the ability under certain circumstances to help reduce the amount of scaling inside pipes and fixtures. To our knowledge these scale control devices do not claim to remove calcium and so they do not produce soft water." Furthermore, "We have also been informed that when individuals contact the telephone number provided in the advertisement that the representative makes the flat statement that this product provides soft water and does not clarify that the product basically deals with just scale buildup in the plumbing system."

Research suggests that scientists remain skeptical about the effectiveness of using magnetic coil devices to dissolve chemical buildups in water systems. What seems apparent though is that water can be softened only by the removal of calcium using an ion exchange salt based system.

Jeff Knedler, president of Hempy Water of Tiffin, wonders who wouldn't be drawn to an advertisement which offers a ScaleRID device for \$179 when a proven reliable system costs much more. One customer tried using a **ScaleRid** like device without any useful benefits. Knedler noted that reputable water treatment businesses don't sell products based on pipe coil technology which, he said, is available only through call centers.

Rob Breitner, owner of Culligan Water Conditioning, Ida, MI, reported a similar customer reaction to the device. Not only did it not soften water, but there was no improvement to water pipe buildup. And that was after 120 days of use, not 4-5 weeks as the **ScaelRID** ad states.

It is interesting to note that **ScaleRID** is owned by **Arthur Middleton Capital Holdings** of Canton, Ohio, advertisers of BBB F-rated **Heat Surge (Amish Mantle Heaters)**, **World Reserve Monetary Exchange** (collectible presidential coins, sheets of \$2 bills and armored safes), **Clear Cast Digital** HDTV antennas and others .

The **Canton BBB** has challenged International Home Shopping, marketers of **ScaleRID**, and continue to await substantiation of advertised claims.

Advertisements for Middleton companies are instantly recognizable by their "advertorial" news release format which cover full newspaper pages and appear in Parade magazine.

Be watching.