Better Water. Stronger Member Experience.

Water quality shapes showers, locker rooms, towel service, hydration, hot-water demand, cleaning, and equipment life. Pure H2O turns that shared operating input into a measurable performance plan.

COMMERCIAL SOFTENING + ADVANCED FILTRATION



Four ways water quality reaches the fitness-center bottom line

S SHOWERS & HOT WATER

Efficient delivery and cleaner heat-transfer surfaces can reduce water, sewer, and water-heating demand.

M MEMBER EXPERIENCE

Better-feeling water and less spotting can improve showers, fixtures, hydration, and locker-room presentation.

T TOWELS, LAUNDRY & CLEANING

Conditioned water can improve detergent performance and help reduce mineral residue, rewash, and chemical demand.

A ASSET RELIABILITY

Help protect heaters, boilers, laundry equipment, fountains, fixtures, and pool or spa systems when present.

A 20,000-sf club can use about 1.1-3.1 million gallons per year.

ENERGY STAR's reported median is approximately 1.93 million gallons at that facility size.

Start with the water. Strengthen every member touchpoint.

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Turn water conditions into fitness-center operating savings

A credible ROI begins with water chemistry, member traffic, showers, laundry, equipment, and current costs.

The fitness-center water-cost chain

1 WATER CONDITIONS
Hardness, chlorine, iron, TDS, pH, odor, and taste

→

2 OPERATING EFFECTS
Scale, spotting, residue, chemical demand, and textile wear

→

3 CLUB COSTS
Water, sewer, energy, chemicals, labor, service, and replacement

→

4 TREATMENT PLAN
Right-sized treatment, efficiency measures, and measurable payback

Illustrative monthly operating opportunity

Planning model for a 20,000-sf full-service club; these ranges are not a savings guarantee.



Modeled monthly screening range for a 20,000-sf full-service club; validate with actual bills and operations.

A simple, site-specific assessment

1 TEST
Measure hardness, chlorine, TDS, iron, pH, and other relevant water-quality indicators.

2 TRACE
Follow water through showers, locker rooms, laundry, hydration, cleaning, pools, and hot water.

3 QUANTIFY
Match the right solution to verified water, sewer, energy, chemical, labor, and asset costs.

20,000-sf screening basis

ENERGY STAR WUI: 55.7-157.3 gal/sf/year; median 96.7 gal/sf/year.

Reference point: one 14-shower athletic-club retrofit saved 600,000 gallons and $18,000 annually.

Schedule a Complimentary Fitness Facility Water Assessment

Site testing, treatment recommendations, and an ROI model built around your club.

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PURE H2O WATER SYSTEMS
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Benchmark sources: ENERGY STAR Portfolio Manager Data Explorer; City of Portland Water Bureau fitness-center guidance; EPA WaterSense at Work; Massachusetts Water Resources Authority athletic-facility case studies. Modeled dollar ranges combine water, sewer, hot-water energy, cleaning, laundry, and maintenance opportunities and require site validation.