

SureSoft®



ALL-NATURAL WATER SOFTENER SALTS.
IT'S WHAT ALL YOUR CUSTOMERS WANT.

Designed to perform. And out-perform.

The SureSoft® line of water softening salts is designed to align with emerging consumer trends and well-established performance demands. Consumer demand for natural products is at an all-time high¹. In fact, all-natural sales have experienced near double-digit growth², with the vast majority of consumers actively looking for “All-Natural” on package labels³. The SureSoft line is the all-natural water softening solution, with a product for every consumer need. Combine that with packaging graphics specially designed to garner attention at the crucial moment of purchase and you’ve got a hard-working partner sure to boost your bottom line.

- Softens water with all-natural, high-quality, high-purity salt
- Helps deliver pure, great tasting water
- Helps appliances operate more efficiently
- Helps protect pipes and appliances from hard water scale
- Helps soaps and detergents clean more effectively
- Helps prevent hard water spots
- Helps keep clothes brighter and whiter
- Safe and effective for all traditional water softeners

SureSoft packages command more shelf presence



IMPROVES WATER SOFTENER PERFORMANCE

- Helps maintain water softeners by cleaning resin beads
- Keeps softeners operating at peak efficiency
- Extends the life of water softener systems
- Minimizes residue and maintenance
- 100% Natural

available in Pellets & Cubes

Use your QR reader app to experience the Resin Clean consumer web page



OPTIMUM SOFTENING MADE SIMPLE

- High-purity salt crystals
- Minimizes brine tank clean-out
- 100% Natural

Use your QR reader app to experience the Extra Coarse consumer web page



TACKLES HIGH-IRON WATER HEAD ON

- Prevents iron build-up inside water softening systems
- Protects fixtures and appliances from rust stains
- Helps maintain water softeners by cleaning resin beads
- Minimizes residue and maintenance
- Extends the life of water softener systems
- 100% Natural

available in Pellets & Cubes

Use your QR reader app to experience the Rust Buster consumer web page



¹education.ezinemark.com/why-consumers-demand-natural-products, 2010

²Organic Trade Association, 2011 Organic Industry Survey

³Scientific Verdicts, 2011 Study



Stock the brand with a recognized name,
strong marketing support and dedicated
customer service. Order the full line of
premium water softener salts today.



suresoftwater.com
800-473-7258

Compass Minerals
9900 West 109th Street
Overland Park, KS 66210



Use your QR reader app to experience the
SureSoft consumer website