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# Hard Water Problems? Call GMX Water Treatment

By CHRIS BURROUGHS©

Hard water damages your home. GMX, a water treatment system that uses high-powered ceramic magnets to treat hard water problems in homes and businesses, is a process that Larry Brown almost dismissed because it sounded too much like science fiction.

But Brown became a believer 19 years ago when he installed the system in his own home and today is the owner-operator of R&L Enterprises Inc., New Mexico's premier GMX dealer.

Brown says, "When you ask me how does GMX work, I answer, 'It changes the water so it has a better sheeting action, and it changes the way the calcium crystallizes so it stays suspended. As a result, it no longer forms the hard, layer on layer deposits that are so damaging.'

"When you ask my wife, Ruthie, how does GMX work, she answers, 'It works really well. My shampoo works better, my hair is softer, my shower is much easier to keep clean and my kitchen faucet looks great.'"

About 20 years ago, Brown says he was rude to a "very genuine man who was showing us the GMX product for our own hard water problem in our own home." Brown says the gentleman owned a couple of small motels and had been using GMX on his motels for eight months with great benefit.

"I was the young, university-trained scientist with a B.S. from New Mexico State University and an M.S. from the Colorado State University, working for the university doing field research and adult education," says Brown. "I was not going to be fooled by a salesman. I told him, 'I am a scientist. I've never heard of this, there is no way it can work.' Then I rudely sent him from my home."

But Ruthie had her mind set on trying the system. Ironically, Brown says: "It was lucky I didn't have the Internet then, so when I started researching magnetic water treatment technology, I found the real research instead of the thick smoke screen now presented as gospel by our competitors and detractors."

In his research, Brown read a literature review published by Jack Quinn, P.E., then chairman of manufacturing technology at Purdue University in West Lafayette, Ind., containing positive



**Larry (left) and Ruthie Brown own and operate a regional GMX distributorship and a retail garden store. Pictured in their store, Ruthie is holding the actual GMX equipment commonly installed on the main supply to a home, while Larry is pointing out samples of scale deposits that form inside water heaters, which causes them to burn 10 to 40 percent more energy and reduces their life expectancy. You can prevent this by treating with GMX and Larry's special flushing technique.**

research by the United States Testing Company Inc., the Advanced Research Agency of the Department of Defense, and NASA.

Brown also found papers written by the late, renowned physicist Dr. Klaus Kronenberg, who after retiring from California Polytechnical Institute in Pomona, Calif., spent 30 years researching magnetic water treatment and testing the performance of various product designs. He later attended four of Kronenberg's training sessions.

Brown says the research was convincing, so he compromised and did what his wife wanted — he installed a GMX system in their home in November 1993.

"I am sure glad now that I found the real research and changed from a close-minded skeptic to someone who's open-minded," Brown says. "Then, after seeing with my own eyes in my own home how well magnetic water treatment can work, I resigned my post with CSU in February 1995, and became a champion of the technology and the GMX product."

Among Brown's more than 6,000 customers are Sherry and Greg Myers, who had a GMX system installed in their home this past summer.

"We live in a portion of Albuquerque that has high calcium and mineral deposits in the water," Sherry says. "We wanted a way to minimize the effects of the deposits on our water pipes, faucets and water heater."

The Myerses say they researched and compared different water treatment systems and became interested in GMX. The couple decided to go with the magnetic system after Brown offered them a breaker deal: if after using the system for several months they were unhappy with it, he would remove it and refund their money.

The Myerses never asked for a refund, and they liked the system so much that they now highly recommend both it and Brown to anyone interested in treating their water.

"It's an unobtrusive system," says Sherry. "We didn't have a lot of room for a traditional water softener system, and the GMX was the right size for us."

Valerie Tiensvold also had a GMX system installed and says she's pleased with it. She learned about GMX from an advertisement and her curiosity was piqued. She was interested in the system because it doesn't use salt in the treatment process.

Since Tiensvold has had the GMX installed in her current house, she says she's noticed a reduction of mineral deposits on sinks and toilets. "It didn't happen immediately, but by the fourth month I saw a real difference," she says, adding that she really appreciated Brown's persistence. "He made several follow-up visits to make sure the system was working properly."

Prior to having his GMX

## BUSINESS PROFILE

### GMX Water Treatment

909-627-5700

system installed in his home in Rio Rancho a year ago, Faron Segotta had his water tested. Results indicated that the water was very hard, showing 20 grains of hardness. That's when he realized he needed to do something about the water.

"My water heater used to emit a lot of popping and cracking sounds due to sediment buildup in the hot water tank that caused pockets of air," says Segotta. "When the water in the heater would boil, it created steam, which caused the cracking sound."

Since having the GMX system installed in his home, Segotta says he hasn't heard any popping or cracking sounds, and the water heater is functioning more efficiently and using less energy.

He also says the GMX system has improved the taste of his water. "Before I got the system, I could smell an odor in the water," says Segotta. "Now I smell nothing."

Your next step? Call Brown today at 909-627-5700 to schedule a free estimate, or ask him for an information package. If you are among the first 25 to call, you can also schedule a \$20 water heater service, valued at \$150.