

Hanson Soft Water: A family tradition of excellence

Did you know the human body is made of more than 50 percent water? That percentage is even higher in toddlers and infants – up to 75 percent H₂O. So when it comes to that wet stuff you use for drinking, cooking, and cleaning, you need a water treatment company that makes water...better.

Offering better treatment in water treatment

Family owned and operated since 1957, Hanson Soft Water has provides comprehensive residential and commercial water conditioning systems to thousands of customers in southeastern Wisconsin. The company's vice president, Tina Polk, says, "No matter where you live, whether you are on well water or municipal water, every home can, at the least, benefit from a water softening system." Hanson's advanced water treatment systems include on-demand metered water softeners, reverse osmosis drinking systems, Iron Curtain filtration systems, water heaters, and pressure tanks for private wells.

Patrick McCalligan is the company president and the brother of Tina Polk.



Owners Tina Polk and Patrick McCalligan pose for a selfie.

Together they own and operate this small business...so where does the name "Hanson" come from? Nope, you won't find a "Hanson" in the family. That name goes back to when Patrick

and Tina's father, Will McCalligan, worked as vice president for Hanson Industries, selling and installing water conditioning products. When Hanson Industries was sold in 1973, Will bought the retail water conditioning portion of the business. He decided to keep the name "Hanson" because it was very well known. They didn't officially take over the business until their parents, Will and Renda McCalligan, retired from the business in 1998, although Will still helps out.

Stand-behind-quality of work second to none

"Our reputation for personalized service, our competitive prices, and the stand-behind-quality of our work is second to none. It's a standard of excellence we've had since 1957; a commitment to quality customer service that we'll put up against any company out there—large or small," Tina said. As a small business, Pat and Tina are able to continue the family tradition their father started: to "give the customer more than what is expected."

"We're open 7:30 a.m. until 4:30 p.m. on weekdays and we provide 24-hour emergency service," said Tina. Hanson doesn't use subcontractors for any service or installation work. They have eight workers who include Patrick and Tina, plus Tina's son Jake and daughter-in-law Shelly. The only non-family employees are sales manager Tom Taylor, Tom's son Dustin, and Shelly's brother, Jake Scherer.

Tina says that part of their success has been the business they get from referrals. That means doing a good job at a fair price, and doing it right the first time – that's their strategy for attracting business. "We don't oversell to our customers," said Tina. "Equipment will last for many years if maintained properly, with very few service issues. If customers call our office, we do our best to help them solve their problem over the phone, and help them replace parts themselves." Tina said it is worth noting that "that the girls in the office know as much as the boys!"

Against arsenic and lead ...and for the community!

Did you know that if your home has a private well and your arsenic level is above 10 ppb, the sale of your home may not go through until the problem is corrected? That's when Hanson gets to work and makes equipment recommendations to solve problems. The knowledgeable staff is a valuable resource. They also sell reverse osmosis drinking water systems which remove 99% of total dissolved solids such as lead, a concern many have been hearing about in the news.

Tina believes that a significant part of their business success is also due to their community outreach. "We like to show our support and be visible in the community," she said. "We volunteer our time, sponsor many programs, and donate to organizations such as youth athletic programs, Concerts in the Park, the Food Pantry and the Stars & Stripes Honor Flight, to name just a few." Tina has also served on the Village Centre BID board for more than 30 years, working as chair for eight years.

Gratitude

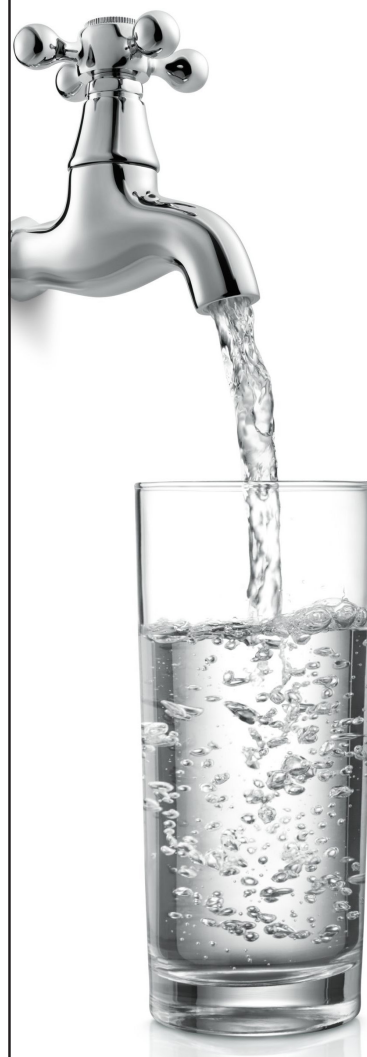
The staff at Hanson Soft Water is waiting to serve. Their website provides full details about their products and services plus useful information about water quality standards for consumers. Customers who call them at 262-251-8740 and mention this article will receive \$50 off the purchase of a regularly-priced metered softener or Iron Curtain filtration system...because water treatment – like so many other good and important things in life – really begins with you!

WATER: More Than Wet

Did you know the human body is made of over 50 percent water? That percentage is even higher in toddlers and infants – up to 75 percent H₂O. That's why, when it comes to the water you drink, cook with, clean with and use in everyday life, you need a water treatment company that makes water... better.

Custom water solutions from Hanson Soft Water:

- On Demand Metered Softeners
- Iron Curtain® Filtration Systems
- Reverse Osmosis Drinking Systems
- Water Heaters, Pressure Tanks



Family-owned and Operated,
Trusted and Respected
Since 1957

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