



We want to spread more comfortable lifestyles

with MIURA softwater that is friendly to both human skin and the environment.

MyGs

Goals for each one of us



We sell and provide maintenance for home water softeners that almost completely remove the water hardening calcium ions and magnesium ions found in tap water. MIURA soft water contains almost no hardness components that react with soap to produce soap scum, so it leaves nothing extra behind on the skin, preserving moistness and preventing the sensation of tension. Soap scum also creates a hotbed for scaling and black mold, so eliminating it makes it easier to clean bathrooms and sinks. MIURA soft water also makes laundry fluffy with just a small amount of detergent. Residential water softeners were originally developed by modifying water softeners that are required for industrial boilers for household use, and are our only products for general consumers. We have had our trading partners introduce them to their customers and partnered with major home builders to propose them as options, and they have even been installed in homes for sale.

We get a sense of satisfaction when we hear from customers that they can't imagine living without MIURA soft water now. Leveraging the benefits of soft water leads to easier housework, prevents contamination of waste water, and makes environmentally friendly lifestyles possible. We hope to spread the comfort of lifestyles with soft water and contribute to the creation of clean and comfortable lifestyles without hard water-induced stress.

RESIDENTIAL WATER SOFTENER
PROMOTION DIVISION

RESIDENTIAL WATER SOFTENER PROMOTION DIVISION

TO YOU

We're also grateful to everyone inside the Company who's using our water softeners. We hope you'll consider installing your own when you build your home.



Sustainable Development Goals (SDGs) are shared goals for international society to be achieved by 2030, adopted at the United Nations summit in September 2015. They comprise 17 goals for achieving a sustainable world.

