



*Solutions for
all of your
household
water
problems.*

WaterRight®
The Right Water
for Life

Water-Right History

1963

Water-Right, Inc., a family business, is founded in a modest, single car garage and introduced their first proprietary automatic control valve.



1967

Acquired first plumbing wholesale distributor, Kretchmer-Tredway in Iowa.

1971

Purchased first airplane to service customers more quickly. This opened many opportunities for growth.



1972

Created own branded valve cover.

1985

Purchased zeolite crystal plant and relocated it to Kansas. The Mineral-Right company is formed.



1993

Water-Right produces the first chlorine generator for treatment applications.



1998

Sanitizer Series® introduced as the only softener to create free chlorine from the brine water.



2008

Sanitizer Plus Series® introduced.

2013

Purchased CustomCare® and transitioned to a Water-Right brand to service commercial and industrial water treatment.



2014

Expands current office, manufacturing complex, and warehousing capacity.

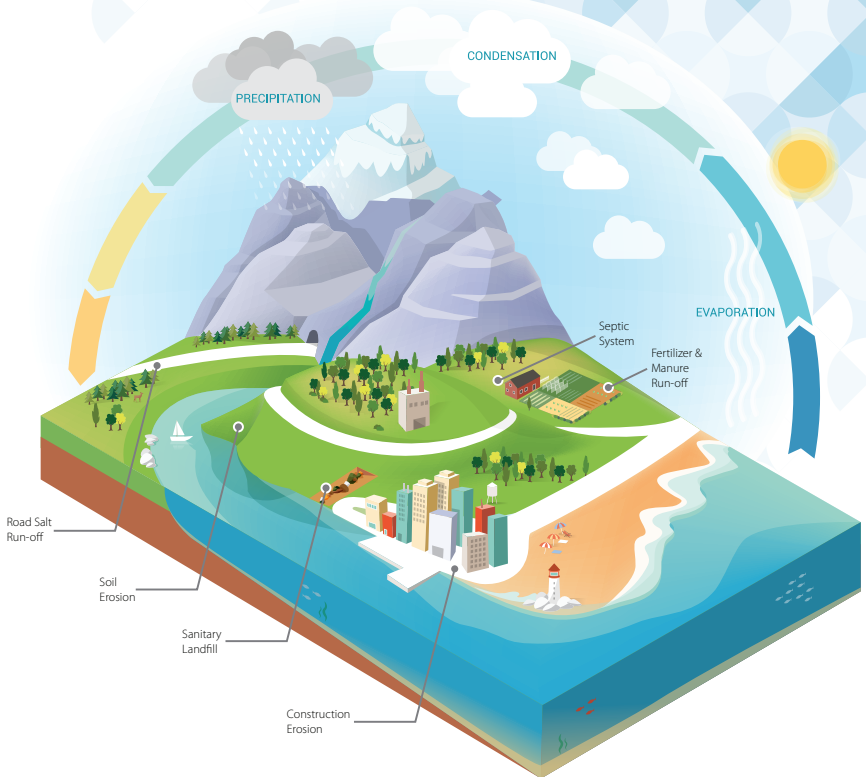


2019

Water-Right is purchased by A. O. Smith Corporation to join their North American Water Treatment Division.



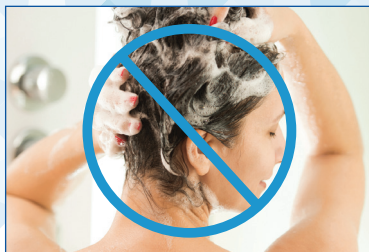
Hydrological Cycle



Hardness



Hard water vs. Conditioned water



Makes soap less effective and water harder to clean with



Causes appliances to wear out quicker



5 grains per gallon (gpg) of hardness is equal to one aspirin per gallon of water



*Causes scale buildup
(10 years on water with 18 gpg)*



EPA Suggested Standards:

0-3 gpg	Soft
3-6 gpg	Moderately Hard
6-9 gpg	Hard
9+ gpg	Extremely Hard

Iron



Causes red staining on fixtures and gives water a reddish tint



Causes laundry staining



Metallic taste



EPA Suggested Standard:

Less than .3 ppm

Manganese



Causes brown staining on dishes



Causes laundry staining



*Causes brown/black buildup
in dishwashers*



Metallic taste



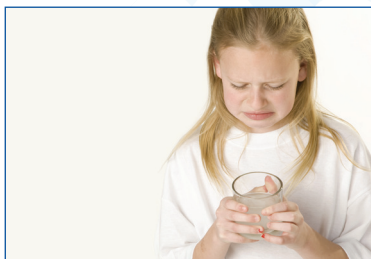
EPA Suggested Standard:

Less than .05 ppm

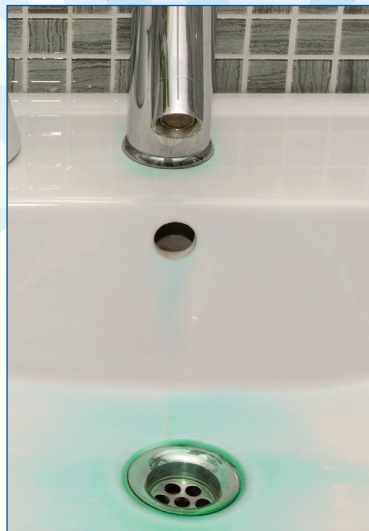
pH/Acid



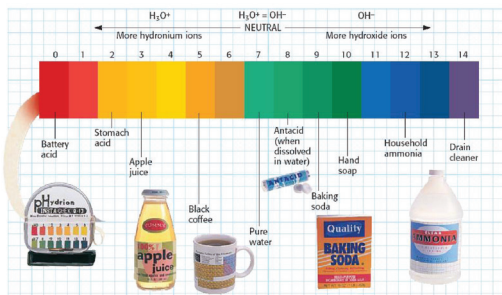
Causes corrosion in pipes



Bitter taste



Causes blue-green staining



EPA Suggested Standard:

Greater than a pH of 6.8

Sulfur



Foul taste



Foul smelling water



"Rotten egg" odor



Suggested Standard:

Trace amounts offensive

Chlorine



Chlorine dries out skin

*A foul odor, or an
excessive chlorine smell*



Most commonly found in city water.

*While it is necessary for water to be
chlorinated to travel through pipes,
chlorination is not necessary for
drinking or use in the home.*



"Pool-like" smell/taste



EPA Suggested Standard:

Minimum of .5 ppm
added by municipality

Lead



Almost half of America's water infrastructure is considered in poor condition and in dire need of updating their decaying, brittle water systems.

Cannot smell or taste lead in drinking water.

Only way to know is to test your drinking water.



Most common sources are lead pipes, faucets, and fixtures found in older cities and homes built before 1986.



EPA Suggested Standard:

Less than 15 ppb

PFOA/PFOS

Harmful, man-made chemicals mainly known for non-stick properties.

These chemicals don't break down and can accumulate in the environment and your body.



EPA has established health risk advisories on these chemicals.



EPA Suggested Standard:

Less than 70 parts per trillion

Nitrates



Caused by fertilizers



Caused by agriculture run-off



How safe is your water?



EPA Suggested Standard:

10 ppm or less

TDS



Drinking water alternatives can be expensive monthly or daily reoccurring costs, as well as hurtful to the environment.

*TDS - Total Dissolved Solids
(Everything that is not water)*



Cost Justification

Between 17¢ and 20¢ of every dollar is spent at the supermarket on cleaning products!*

Weekly Food Bill	Weekly Cleaning Products @ 18.5%	Monthly Cleaning Products @ 18.5%	1 Year Cleaning Products @ 18.5%	3 Year Cleaning Products @ 18.5%	4 Year Cleaning Products @ 18.5%	5 Year Cleaning Products @ 18.5%
\$25.00	\$4.62	\$19.08	\$240.24	\$720.72	\$960.96	\$1,201.20
\$50.00	\$9.25	\$38.20	\$481.00	\$1,443.00	\$1,924.00	\$2,405.00
\$75.00	\$13.88	\$57.32	\$721.76	\$2,165.28	\$2,887.04	\$3,606.80
\$100.00	\$18.50	\$76.40	\$962.00	\$2,886.00	\$3,848.00	\$4,810.00
\$125.00	\$23.12	\$95.49	\$1,202.24	\$3,606.72	\$4,808.96	\$6,011.20
\$150.00	\$27.75	\$114.60	\$1,443.00	\$4,329.00	\$5,772.00	\$7,215.00
\$175.00	\$32.37	\$133.69	\$1,683.24	\$5,049.72	\$6,732.96	\$8,416.20
\$200.00	\$37.00	\$152.81	\$1,924.00	\$5,772.00	\$7,696.00	\$9,620.00

Above figures are based on the present day cost of living.

*Consumer Survey #278 - Orange County, CA



Cost Justification

Save 21% to 100% of additional raw water costs!

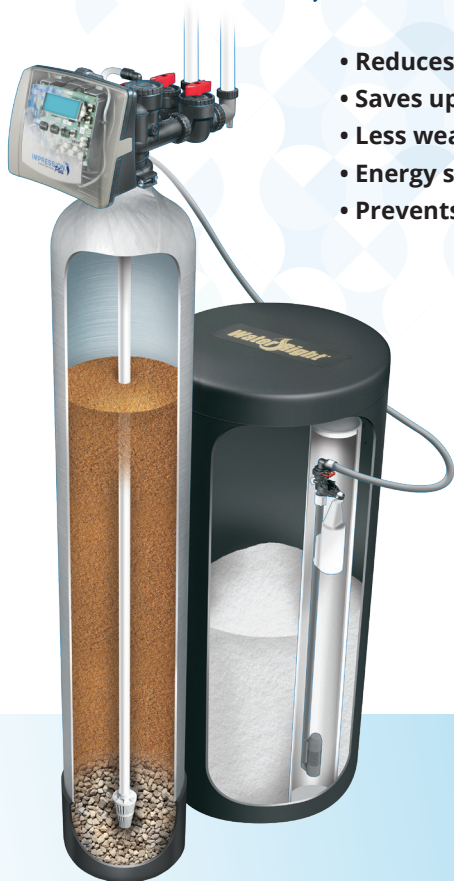
Family of 4 Water Usage Average Water Hardness of 10 gpg	% Savings	\$ Savings
Coffee, Tea, Juice, Kool-Aid, Sugar, etc.	25%	\$3.00-8.00
Washable Clothing	33%	\$16.00-25.00
Washing Machines, Dishwashers, Water Heaters, etc.	50%	\$6.00-18.00
Energy (water heater & cooking)	21%-30%	\$8.00-11.00
Shaving Costs (blades, creams, etc.)	50%	\$2.00-4.00
Bottled Water	100%	Variable Cost
Plumbing	50%	Variable Cost
Hand Lotions, Bath Supplies	50-100%	Variable Cost



Model # IMP

Softener

IMPRESSION[®]
A Water-Right Brand *Plus*

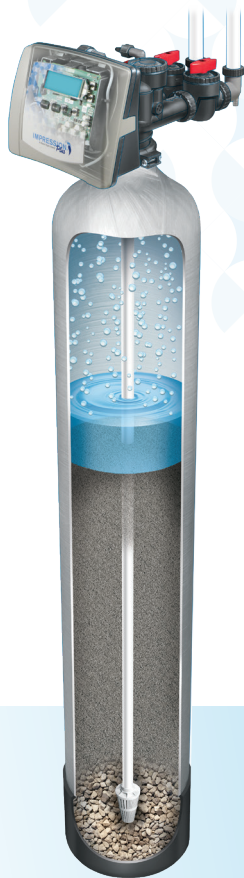


- Reduces Hardness
- Saves up to 75% in cleaning products
- Less wear and tear on appliances
- Energy savings up to 29%
- Prevents scale build up

Model # IMPFE

Air Iron Filter

IMPRESSION
A Water-Right Brand *Plus*



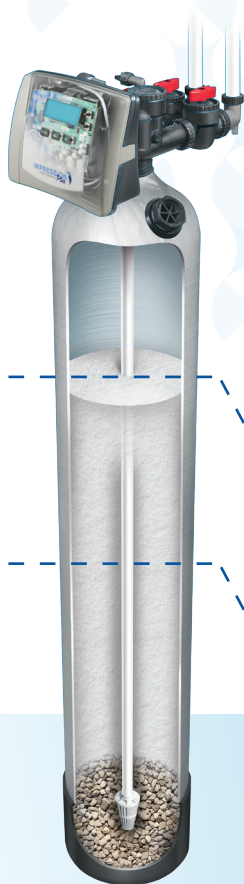
- Chemical Free
- Reduces iron
- Reduces red staining on fixtures
- Cleaner clothing/no staining on laundry
- Reduces metallic taste from water
- Allows appliances to operate more efficiently
- Patented inch worm slow-release technology



Model # IMPBF

Acid Neutralizer

IMPRESSION
A Water-Right Brand *Plus*



- Reduces blue-green staining
- Protects plumbing from corrosion
- Fixtures stay cleaner longer

Replacement Medias

pH between 6-7: 100% calcite

pH between 5.5-6: 80% calcite, 20% corosex

Because the media is sacrificial, additional media will need to be added over time for optimal unit performance.

Media line when installed

Media line when more media needs to be added (about halfway)

Model # IMPS

Air Sulfur Filter

IMPRESSION
A Water-Right Brand *Plus*



- Reduces rotten egg odor and black specks in water
- Reduces foul taste from water
- Oxidizes hydrogen sulfide and sulfur gas
- Patented inch worm slow-release technology



O₃zone Generator Features

- Proprietary design
- Chemical-free, environmentally safe
- Robust concealed/potted electronics
- Audible notification if service is required

Model # IMPRC

Resin Carbon Filter

IMPRESSION
A Water-Right Brand *Plus*



Two units in one:

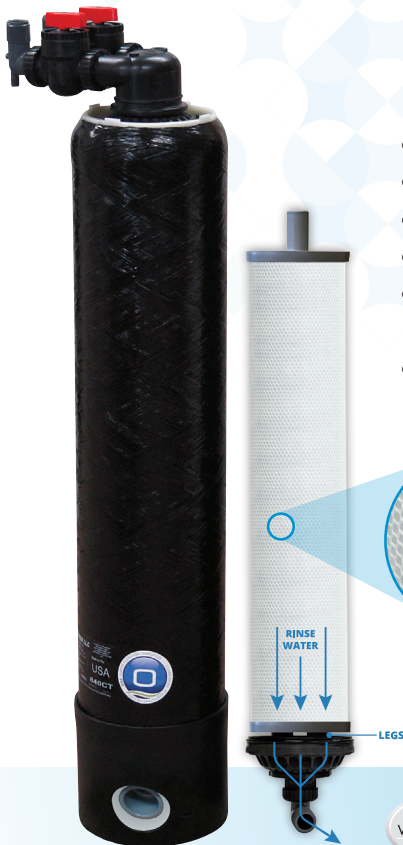
- Reduces hardness
- Reduction of chlorine odors and other unwanted tastes and smells in the water

Model # CW-840

Cartridge Filter



- Certified contaminant reduction cartridge available to reduce Lead, Chlorine, Chloramine, *PFOA/*PFOS, and *cysts
- Taste and odor reduction
- Primary whole house filtration
- Polishing filter
- Particulate filtration
- Up to 50,000 gallons of contaminant-free water
- Low pressure drop and high flow rate capabilities



Time between changes is enhanced due to size and capacity of the cartridge.

The unique 'stand off' leg feature at the bottom prevents clogging to keep the filter cleaner longer and help maintain performance



** This product has been certified by IAPMO R&T according to NSF/ANSI 53 for lead and cyst reduction and NSF P473 for PFOA/PFOS reduction.*

Model # IMRO

Reverse Osmosis

IMPRESSION®
A Water-Right Brand

- Clean refreshing water right from the tap
- Eliminates the need for bottled water
- NSF Certified for reduction of:
 - Lead
 - Arsenic
 - Nitrates
 - Chlorine



Water-Right®

800-777-1426 | water-right.com

Model # ASP1/ASP2

Sanitizer

SANITIZER[®] Plus

A Water-Right Brand

Reduces:

• Hardness

• Iron

• Manganese

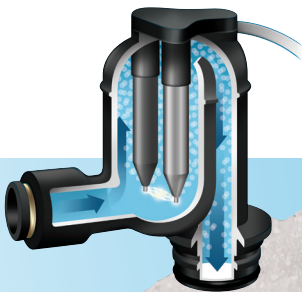
• Acid/pH

• Sulfur

• **Four units in one**

• **Sanitizer exclusives:**

- Mineral-Right's media; Crystal-Right
- Self-diagnostics (low-salt indicator)
- Media cleans itself with every regeneration
- Learn more at www.mineral-right.com



Helpful Resources



Water-Right, Inc.

1900 Prospect Court
Appleton, WI 54914

(800) 777-1426

Fax: (920) 739-9406

www.water-right.com



Clean Water Testing

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