

Speaking

WaterRight

WATER CARE 

Softly

Winter 2013

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Water-Right Acquires CustomCare Water Technologies

Water-Right has recently finalized the purchase of CustomCare Water Technologies, a commercial and industrial company located in Wisconsin. They had developed a strong presence in the commercial and industrial markets, along with a dealer presence in Northeast Wisconsin. As many of you know, we currently do quite a bit of work in the commercial/industrial field but have lacked some of the necessary resources.

With the purchase of this company, we now have the means and knowledge of "engineered systems", which includes drawings, formal specification writing and all associated materials that go with the "bid spec" markets. CustomCare employees are now part of Water-Right and will be responsible for Water-Right and WaterCare commercial and industrial product lines as they become accustomed to them.



An example of CustomCare's capabilities

This is obviously a big move for us and we are very excited about this acquisition. We hope you are too. We feel this will be a huge benefit to everyone within the Water-Right organization. 

WaterRight[®]
*The Right Water
for Life*

WATER CARE 
We Make Water Good for Life

50th Anniversary

Water-Right is celebrating another milestone this year, 50 years of being in business. This is an outstanding accomplishment for any business and without you, this would not have been possible. We are very proud of our humble beginnings in a one bedroom house to where we are today.

Please watch for specials and contests coming this year. Congratulations Water-Right! 

WaterRight[®]
*The Right Water
for Life*

Celebrating 50 Years
1963-2013



The place where it all began

1900 Prospect Ct.
Appleton, WI 54914
800-777-1426
www.water-right.com
www.watercare.com

Kurt's Korner

Important Updates

In keeping with my last article on communication, I wanted to bring everybody up to speed as to what has transpired over the last couple of months and what will happen in the near future.

- Water-Right recently completed the purchase of CustomCare Water Technologies, a commercial and industrial company.
- To accommodate Water-Right's growth, an expansion is being planned for this spring/summer.
- Water-Right will be having a small price adjustment this spring. It's anticipated to be in the 1-2% range for "core products" like softeners and filters. It's not normal for us to have small increases like this but we felt it better to "trickle" the increases as we get them, once a year, rather than hold pricing and hit you with large increases as we have in the past.
- Product updates are coming this spring for the entire Water-Right product line. This will not change operation of equipment but you will see various new features on some models.
- Product changes to our air systems and drain line flow control housings are in the works.

If you remember from last time, I was concerned with what new services and/or products Water-Right could bring to you, along with the proper way to communicate this information. Please watch for announcements as we move forward with these new developments. If you ever have a question about our products, services or even what our intentions are, please give me a call at 800-777-1426. Thank you.



Employee Spotlight

Crystal Hockers

Crystal Hockers has worked in the valve assembly programming department at Water-Right since March 2011.

Crystal had this to say about her position, "The people I work with are fun and the job keeps me busy."

"Crystal brings speed and accuracy to the valve assembly section. Although she

has only been with Water-Right just under two years, she has proven to be a very important part of the production team," said Tom Tegen, shop manager.

Outside of Water-Right, Crystal has been a volunteer firefighter/first responder for the town of Ellington and village of Hortonville for the past five years. She plans on going back to school to further her education in

Gruett Groaner



How to Start a Fight

Saturday morning I got up early, quietly dressed, made my lunch and slipped quietly into the garage. I hooked the boat up to the van and proceeded to back out into a torrential downpour. The wind was blowing 50 mph, so I pulled back into the garage, turned on the radio and discovered that the weather would be bad all day.

I went back into the house, quietly undressed and slipped back into bed. I cuddled up to my wife's back; now with a different anticipation, and whispered, "The weather out there is terrible."

My loving wife of five years replied, "And can you believe my stupid husband is out fishing in that?"

And that's how the fight started...

When our lawn mower broke and wouldn't run, my wife kept hinting to me that I should get it fixed. But, somehow I always had something else to take care of first, the shed, the boat, making beer. There was always something more important to me. Finally, she thought of a clever way to make her point.



When I arrived home one day, I found her seated in the tall grass, busily snipping away with a tiny pair of sewing scissors. I watched silently for a short time and then went into the house. I was gone only a minute, and when I came out again I handed her a toothbrush. I said, "When you finish cutting the grass, you might as well sweep the driveway."

The doctors say I will walk again, but I will always have a limp. 💧



the EMS field. She is also a lifetime member of the Outagamie Conservation Club and her hobbies include hunting, fishing and riding on her snowmobile. 💧

Spring is Right Around the Corner

By RJ Burke

It may be snowy and cold outside, but spring is right around the corner and with it a round of home and garden shows to participate in. With that in mind, now is a good time for you to start thinking about sprucing up your booth display, or if you haven't taken the plunge into participating in one of these profitable events before, maybe now is the time to start planning to get in on the action.



Futuramic's Clean Water Center booth display at a spring home show

Securing maximum benefits from one of these shows requires some pre-event strategizing and more importantly, an at-show focus. One simply can't throw up a few banners and a couple of pieces of product and sit back and wait for the leads to start coming in. Keep in mind that these shows are no different than any other promotional initiative. So, as you plan out your function, keep the following things in mind:

1. Never overdo your booth display.

Marketing research has indicated that flaunting for the sole purpose of flaunting can be more of a deterrent in your effort to attract potential customers than actually attracting them. Having every product you offer is overkill. Take only a mix of your best sellers. Your purpose is to grab attention and engage their thought processes, not send them down the aisle with their head reeling.

2. On the other hand, don't short change your booth display.

Your display banners or backdrop should be professional looking and your product lineup should be new and clean. If it looks shabby, prospects will think your company is as well. Make sure you employ eye catching and attention grabbing items such as tank cutaways, a fully functional glassy and banners that display or indicate to the attendee "What's in it for me". Have product literature available and offer a "show special" with a strong call to action to create a sense of urgency. Handing out an inexpensive promotional item to attendees you strike up a conversation with is a good way of saying, "thanks for talking to me." At the same time, have a means to gather prospect information, such as a sign-up sheet, so you can follow up with them right after the show.

3. Have people working your booth that are knowledgeable, articulate and can relate to the "needs and wants" of the attendee.

They don't have to be sales people per se, as research has indicated that people attending these functions are already in a buying mode. A company associate with a positive attitude will work very well. Associates should be neat and business casually dressed, preferably in shirts with your company logo. Remember, these individuals represent your company and first impressions matter.

4. Don't forget to check out other exhibitors.

You will need at least two people manning your booth at all times, but when they are relieved of their shift, encourage them to walk around and see the other participants' booths, not just your competitors. Encourage them to chat as often as possible with other "non-competitive" participants as they can produce referrals now as well as down the road. Look at these events as networking opportunities. And finally, don't forget to make sure they take a stack of their business cards with them when they make their rounds.

Hopefully these tips will come in handy as you design a booth or spruce up your current booth display to generate maximum benefits from these upcoming shows. Happy selling. 💧

New Regional Sales Manager



Water-Right announces the addition of Kevin Osborn to our sales team. He is the new regional sales manager for the New England region. Kevin has over 11 years of experience in the water treatment industry and a bachelor's degree in Mechanical Engineering from Worcester Polytechnic Institute. Welcome aboard Kevin! 💧



UPCOMING EVENTS

Virginia Water Well Association Conference and Trade Show

February 20 – 22, 2013
Richmond, VA

Water-Right School

February 26 – 28, 2013
Appleton, WI

WQA Aquatech USA 2013

April 2 – 4, 2013
Indianapolis, IN

**See us at
Booth #721**

The schools fill up fast! If you'd like to sign up, please call Water-Right at 800-777-1426.

1900 Prospect Court
Appleton, Wisconsin 54914



SERVICETIPS

Tired of the old drip, drip, drip?

By Ben Bartol

You may have noticed that the Impression Series and Sanitizer Plus Series water conditioning equipment both have 3/4" gray drain elbows coming off the left side of the control valve. These elbows have an air draw port on the side to quiet down the noise during backwash.

While this is a great idea, some of the elbows can leak water out of that air draw port. This normally doesn't occur on initial startup but develops over time on installations where the drain line goes up instead of down right away. This is because the water tends to sit in the portion of the drain line going

up and some hardness or iron will build up on the duckbill, not allowing it to shut.

To fix this, you can either run the drain down right away or request the drain elbow without the air draw port. If you choose the latter, remember the amount of noise during backwash will increase. 💧