



P1 / WATER-RIGHT'S NEW COMPANY WEBSITE



P2 / ULTRA FILTRATION
A Strong New Product

RUN LIKE SOMEONE CALLED YOU A JOGGER
Mark Russell's Boston Marathon experience

SUPPORT IN FLINT



P3 / THE NEWLY DESIGNED ONE™ FILTRATION CARTRIDGE

TECH TIPS
Brine line inserts

EMPLOYEE SPOTLIGHT
Sara Schmidt



P4 / UPCOMING EVENTS
Spring events and shows

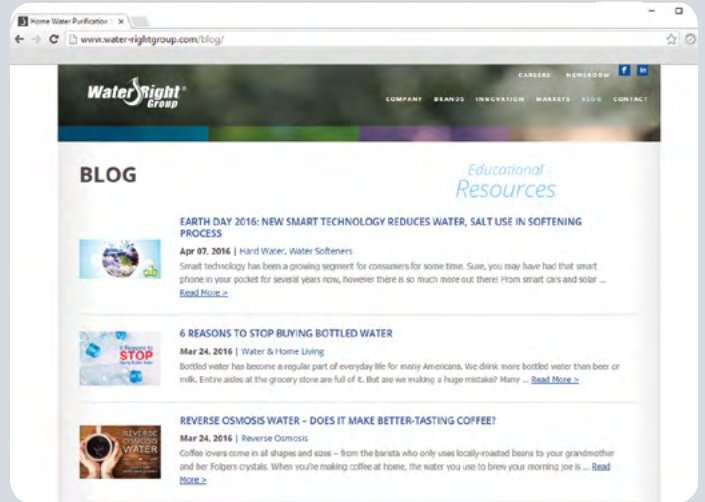
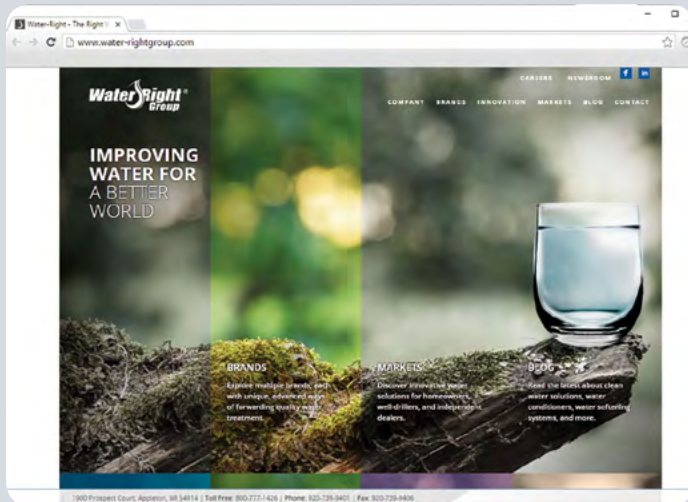
KURT'S CORNER



SPEAKING Softly

SPRING EDITION 2016

Water-Right's New Company Website



Please visit us at Water-RightGroup.com

Water-Right® Group is pleased to announce the launch of its new corporate website: **Water-RightGroup.com**. The website was built to share information about our history, company growth, innovations, and thought leadership in the water treatment industry.

"The new Water-Right Group website reflects our growth, evolution, and long history in the industry," says Kurt Gruett, Water-Right president. "It allows us to educate everyone about water purification, which is our passion. We want to make it easy for industry professionals and consumers to satisfy today's demand for the highest water quality possible." The website allows Water-Right to better articulate all of its brands,

including Sanitizer Plus®, Impression Series®, and CustomCare®. It also showcases our three affiliated companies: Mineral-Right®, Clean Water Testing, and Water-Right Services.

The website also includes a blog with educational resources about water usage, safety, and purification that support our mission to ensure people have the "right water for life." Articles are published on a regular basis to keep the information fresh. Feel free to read and share these blog posts on your own websites and social media accounts to help educate your consumers as well.



Ultra Filtration: A Strong New Product

by Kevin Osborn and Jeff O'Callaghan,
Regional Sales Managers

Some of you fine customers of the Water-Right Group may not be aware of a newer product that we have offered under the CustomCare® product line. It is called the **UF Series**, which stands for ultra filtration. It is a backwashing membrane filtration system that reduces turbidity, silts, and clay. The membranes operate with flow from the outside to inside, and a simple backwash cleaning of the membranes with water being the only requirement. The membranes are non-biodegradable and have superior mechanical and chemical resistance. The UF Series membranes provide filtration for clean, clear water at every faucet or point of use. The UF system is rated at 0.02 microns and has continuous flow rates up to 12 gallons per minute. It is NSF 61 certified.

Some applications include colloidal removal, tannin reduction, reverse osmosis pre-filter, polishing post-filter filtration and can be utilized for grey water and rainwater reclaim. Unlike other UF technology, the CustomCare UF provides easy installation with a built in bypass. No need to worry about what wall you are going to mount it on; just put it next to existing equipment and use the same connections. In some cases you will need to install clean water storage, depending on how many suspended solids are in the water this provides clean water for backwash. With the short backwash and rinse; one has the flexibility to do multiple backwashes in a day.

PILOT STICK

To make sure the system will perform properly, the



raw water requires field testing with a UF Stick. The Pilot Stick is a miniature version of the Poly-UF POE system, and has nearly the identical filtration and specification capabilities. Its intended use is for applications where it is uncertain the Poly-UF POE system will remove the filtrate that is being targeted, for example the wide ranging particle size of tannin, a short test utilizing the Pilot Stick will confirm removal.

The first installation of the CCUF was in Goffstown, NH. It is a city water application that had multiple sources (i.e. reservoir and wells) and the homeowner had been dealing with iron staining for years. After exhausting multiple options the first CCUF was installed. The homeowner had never had clean water before; we are coming up on three years without a problem.

Our dealer in Denver, CO, *Chuck the Water Man* has had very good success with the UF products. He recently purchased a Pilot Stick and showed a homeowner its ability to remove the suspended particles. "I hooked up the stick and filled one cup with treated water and a second cup with raw water. Within 30 minutes I had the sale," says Chuck. This device will immediately show the homeowner the enhancement of the quality of the water.



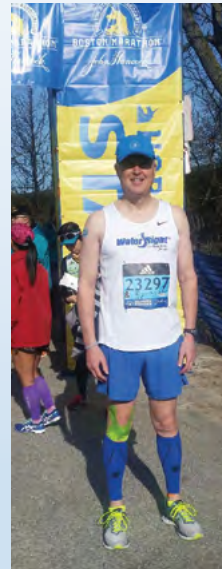
CustomCare® To learn about the Ultra Filtration system visit customcarewater.com/membrane-filtration/uf

If you would like more information for the UF Stick and availability, please call Water-Right's customer service at 1-800-777-1426.

Run Like They Called You A 'Jogger'

Eight years of running and 15 total marathons has brought Water-Right's Regional Sales Manager, Mark Russell, into his third prestigious position as a Boston Marathon runner. The Boston Marathon is limited to 30,000 runners. Less than 10% of half a million marathoners qualify to participate. In order to qualify for the race, marathoners must beat their qualifying time by 2.5 minutes. Russell beat his qualifying time of 3:55:00 by 6 minutes.

Russell says this was his hottest Boston Marathon yet. The temperatures were in the 70's. The temperatures in Boston the day of the race did effect a number of runners, so Russell slowed his pace to prevent exhaustion and finished in 4:28:00. He was 22,610 overall.



Kevin Osborn's family was among the 250,000 spectators handing out popsicle's and bananas. Kevin is Water-Right's Regional Sales Manager for the New England area.

"Water-Right was kind enough to sponsor me," says Russell. While proudly wearing his Water-Right bib for all to see, one thing Russell could not help notice was the large number of security officers. There were 5,000 law enforcement, military, and medical personnel present. Runners had to show their bib at several locations prior to start to ensure safety. Russell pronounces, "I never felt unsafe, although the heat took out quite a few runners. It was a great race and I enjoyed myself very much."

Support in the Flint, Michigan Water Crisis

The unfortunate circumstances in Flint, MI has provided Water-Right the opportunity to support one of our valued Regional Sales Managers, Mike Speicher. The change in Flint's water source and failure to comply with regulations has caused elevated levels of lead to effect between 6,000 and 12,000 children, who may experience serious health problems as a result.

Water-Right has donated a water filtration system to St. Paul's Episcopal Church in Flint, MI. A filter was installed in the kitchen of St. Paul's to provide clean water to the parish and the surrounding neighborhood.



Father Joel of St. Timothy's and Curley Stricklin in St. Paul's kitchen, happy with their new clean water source.

Mr. Speicher's church, St. Timothy's of Richland, MI, is also committed to raising funds which St. Paul's plans to use to provide fresh food, rich in calcium and iron, to area children. We wish the residents of Flint, Michigan well, in the reconstruction of their water supply.

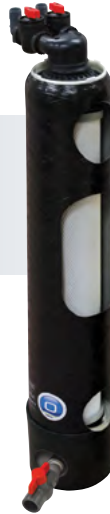
The Newly Designed ONE™ Cartridge

Water-Right continues to provide ongoing innovation with an updated cartridge design of the ONE™ cartridge tank filtration system.

We designed and built this proprietary cartridge for the EF-835-1 cartridge tank, a product intended for use in residential and light commercial water filtration applications. Ideal for most water conditions where pre- or post-filtration for particulates is needed, these cartridges are specially designed for higher flow rates and higher contamination retention capacities. Plus, the new design secures recurring service aspects.

“We’re committed to continuously looking for ways to make our products better,” says Kurt Gruett. “This new cartridge design will certainly benefit any water treatment professional working with our company as well as the people they ultimately serve.”

The new ONE filter is interchangeable with any existing ONE filtration product from Water-Right. No add-on components or system modifications are required for use of the updated cartridge design. Notable updates include a new bottom drain featuring an exclusive swivel design for perfect alignment and fit, adding to the already simple installation process. The top-mount valve including bypass means it’s designed for easy installation.



New 'leg' feature allows debris and water to drain more effectively.

Water-Right first introduced ONE Cartridge Tank filter systems in 2012. It is available with a wide variety of cartridge types. The larger cartridges offer excellent filtration, improved retention, and greatly extend replacement cycle times.

To learn more, visit water-right.com.

TECH TIPS

Kirk Guthrie
Technical Services

Brine Line Inserts and the New Parker Fitting Connection

If you haven’t noticed by now, we have changed the brine line connection on our control valves and in the brine tank. It is a great improvement over the old Jaco nut.

We have always put the brass inserts in the ends of our brine line used as “stiffeners” so when you tighten the nut down with the ferrules, the line doesn’t collapse. With the new fitting you don’t necessarily need the brass insert anymore because you’re not tightening a nut. You’re just pushing the brine line into the Parker fitting to connect the system.

We have had a few phone calls of the new fitting leaking after initial install. This happens as a result of the brass insert cutting the o-ring of the Parker fitting as you push the line in. We still have to send the brine lines with brass inserts because we are not changing the mold for our chlorine generator which still incorporates the Jaco nut.



We would suggest that if you don’t have a chlorine generator on your control valve, please remove the brass inserts before inserting the brine line into the new Parker push fitting.



Employee Spotlight Sara Schmidt

Sara has been part of the marketing department at Water-Right for three years. She is the Associate Brand Manager for the Impression®, Santizer Plus®, and CustomCare® brands. She has a degree in

graphic design and marketing, and she focuses on company and product branding projects, our social media pages, advertising, manuals, and trade shows. She also assists Water-Right dealers with various marketing requests. She likes this type of work because it varies from day to day.

Sara has many interests. This year she started dabbling with essential oils. She also enjoys experimenting with making her own natural products such as making her own laundry detergent soap at home for the past seven years now and she

recently started making her own kombucha tea and elderberry syrup for her family.

“I get bored very easily so this job is a perfect fit for my personality.”

Sara has been married for 16 years to her husband, Robert, and has three young children. She and her husband grew up in Wisconsin. They left for a bit and lived in North Arkansas for 9 years before they moved back to Appleton. She enjoys cooking and baking with her kids on the weekends. She likes to garden, read, drive fast, and daydream about living somewhere else. She loves to travel and explore new places.





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Connect with Water-Right on social media!



Upcoming EVENTS

June 2016

8-11	Canadian Ground water Conference/Expo	Niagara Falls, ON
10	Pennsylvania Ground water Assoc. Conference	State College, PA
14-15	Milwaukee Water Summit	Milwaukee, WI
16-18	South Atlantic Jubilee	Myrtle Beach, SC

**“If opportunity doesn’t knock,
build a door.”**

-Milton Berle

Kurt's CORNER

Thank you to all of the Water-Right employees for their hard work and dedication, especially to those celebrating an anniversary this spring.

Employee	Years
Kurt Gruett	33
Greg Gruett	32
Vicki Van Straten	27
Derick Wasinger	18
Whitney Kilpatrick	17
Chris Schwersenska	17
James Dewey	10
Joel Rinne	7
Joel Grimsley	6
Luke Java	5
Brett Fitzgerald	3
Matt Neville	3
Jake Kohlhagen	1
Crystal Dinardo	1



Join us for the next Water-Right School November 1-3, 2016 • Appleton, WI

• Registration is due by October 10th •

Register online at www.water-rightgroup.com/signup or you can e-mail vicki.vanstraten@water-right.com or call 800-777-1426.

Be sure to register in advance — Classes fill up fast!