

# Speaking

**WaterRight**

WATER CARE 

# Softly

Spring 2013

## WHAT'S INSIDE:

Page 2

Kurt's Korner

Gruett Groaner

Employee Spotlight

Page 3

The Pros and Cons  
of Chloramines

How to Overcome  
the Top Reasons  
Salespeople Fail

Page 4

Upcoming Events

Service Tips

**WaterRight**  
The Right Water  
for Life

WATER CARE   
We Make Water Good for Life

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## Final Barrier: What Does it All Mean?

By Kurt Gruett

Water is arguably one of the most undervalued resources we have and lately much thought has been going into the education of this substance. Water-Right just participated in the Water Quality Association (WQA) annual convention in Indianapolis, Ind. and conservation, water reuse, efficiency, and a new term, “final barrier”, were all being thrown around. Let me introduce you to this new one.

**Final Barrier** is an idea that we can no longer afford as a nation, to bring all our municipal water supplies to drinking water standards. With that, the “home drinking water system” should be considered a part of the final solution to contaminants.

Now, don't get me wrong, our municipalities do a great job of providing safe drinking water, but this new thought only makes sense. We just can't afford to treat and distribute our water supplies to drinking water quality and then use it for industry, irrigation, or even to flush our toilets. It is estimated that we only use less than 1/2 of 1% for human use. Why pay the expense to bring the entire municipal water supply to drinking water quality?


The municipalities could supply “utilitarian grade water” and it could be treated to



Water-Right's Eclipse™  
reverse osmosis drinking water system



WaterCare's UltraWater 35®  
reverse osmosis drinking water system

drinking water quality at point of use, if desired. This is only an idea, and might seem self-serving to some outside of our industry, but I believe it would be a good alternative for municipalities and to the costs associated with treating all waters. We really need to rethink how we view and use this substance. 

# Kurt's Korner

## Updates From Kurt's Cluttered Mind



- The new price books are done and you should have yours in hand. If not, contact customer service for your copy.
- Final update to the Water-Right, WaterCare and Evolve product lines should be complete. Releases will be as inventories allow.
- A new twin valve system is now available.
- Water-Right is putting the final touches on the plans for its next addition and construction will begin this spring/summer.
- In addition to our own marketing team, Water-Right has hired an outside marketing firm to provide additional insight and materials.
- We're continuing to incorporate and integrate CustomCare (a commercial company we acquired) into Water-Right.
- We're continuing with Water-Right's 50th anniversary.

*I know I'm forgetting something . . .*

## Gruett Groaner



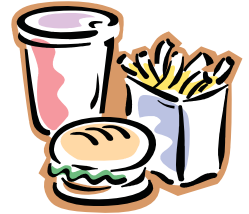
### Sharing of marriage...

The old man placed an order for one hamburger, french fries and a drink.

He unwrapped the plain hamburger and carefully cut it in half, placing one half in front of his wife.

He then carefully counted out the french fries, dividing them into two piles and neatly placed one pile in front of his wife.

He took a sip of the drink, his wife took a sip and then set the cup down between them. As he began to eat his few bites of hamburger, the people around them were looking over and whispering.



Obviously they were thinking, that poor old couple, all they can afford is one meal for the two of them.

As the man began to eat his fries a young man came to the table and politely offered to buy another meal for the old couple. The old man said they were just fine. They were used to sharing everything.


People closer to the table noticed the little old lady hadn't eaten a bite. She sat there watching her husband eat and occasionally taking turns sipping the drink.

Again, the young man came over and begged them to let him buy another meal for them.

This time the old woman said, "No thank you, we are used to sharing everything."

Finally, as the old man finished and was wiping his face neatly with the napkin, the young man again came over to the little old lady who had yet to eat a single bite of food and asked, "What is it you are waiting for?"

She answered, "The teeth." 💧



## Employee Spotlight

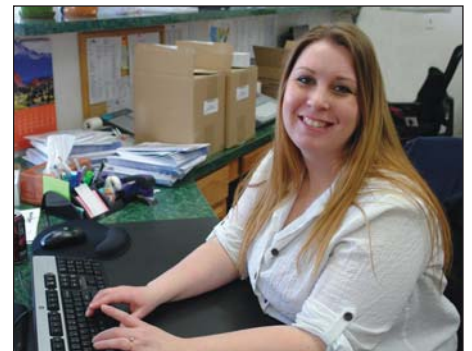
### Richell Rieper

Chances are, if you've called into Water-Right recently, you've talked with Richell Rieper. She has been answering phones, entering orders and completing general office duties at Water-Right for five months now.

Richell really enjoys the people she works with and the small office atmosphere.

"Richell is a perfect addition to the Water-Right team. She is doing a great job and we are fortunate to have her," says Vicki VanStraten, office manager.

Outside of Water-Right, Richell enjoys gardening, traveling, swimming, and spending time with her friends and family.



She is always trying to find new and fun activities for her and her family to participate in. She is really looking forward to summer so they can get outside for walks and campfires at night. 💧

# The Pros and Cons of Chloramines

By Jeff O'Callaghan

More and more cities and towns are leaning towards chloramines for disinfection of water supplies. But what are chloramines and what negative affects can they have on your health and home?

Chloramine is created by combining chlorine and ammonia, often in a 3:1 or 4:1 ratio. It's cheaper to use because it's a more stable disinfectant, requiring less overall chemicals to be added to get required residuals.

The most common problem with chloramines is that it's a slower and weaker disinfectant, particularly at killing certain viruses. In water systems that use chloramine as the principal disinfectant, ammonia is added downstream from the chlorine so that microorganisms are eliminated before chloramine is created.

Chloramines must be removed from water used in kidney dialysis and other treatments performed by hospitals. It's also very harmful to fish ponds, fish hatcheries and aquarium fish. Many industries with strict controls, such as pharmaceutical manufacturers, beverage and water bottling plants and some food processors, will want to remove chloramines to protect product standards.

Many plumbing systems and fixtures are also susceptible to degradation caused by this disinfection process. When chloramines break down, ammonia is released. Ammonia is

known to be aggressive on both copper and natural materials that are used in seals and gaskets, especially on the rubber flapper and connections in the backs of toilets. Many homeowners prefer to remove chloramines from their personal water systems.

The best way to remove chloramines from water is a two-step point of use system. You must first break the strong bond that adheres the chlorine and ammonia together. This is accomplished with an adequate sized backwashing, shell-based, activated carbon unit. A five to ten minute contact time is suggested to first pull the chlorine molecule. This filter should be backwashed at least every other day.

The filter should then be followed by a water conditioner that uses artificial zeolite media, such as Crystal-Right. These crystals have a very big affinity for ammonia. Testing has shown a reduction of 97% or more in ammonia levels. These water conditioners will absorb the ammonia and exchange other secondary contaminants such as hardness. The ammonia then needs to be driven off the media with chlorine. Evolve, Water-Right and WaterCare all have systems which uses chlorine generators built right into the unit. The generator creates low amounts of chlorine out of the chlorides of the salts in the brine water to drive off the ammonia during regeneration.

Maintenance and testing of the two-step system should be done at least once a year to assure consistent, quality water. 💧

## How to Overcome the Top Reasons Salespeople Fail

By Luke Java

Sometimes it's the company, not the skills, that fail a salesperson. In many cases, the real reason a salesperson is struggling has more to do with the business parameters he or she is working within, rather than a lack of skill.

Many experts insist the following are the top reasons salespeople fail to generate worthwhile results:

### 1. Lack of belief in the product or service they're selling.

One of the most effective ways to avoid this pitfall is by devoting more time driving home the valuable service your company provides, touting big-name buyers in your community who sing each products praises.

**2. Lack of formal process.** The main problem with not insisting your sales personnel adhere to a formal process is that there's no effective means of determining where the problem lies when performance starts to dip. A formal daily, weekly or quarterly communication is the best place to start. Start with quarterly business segment reviews. They help adhere to annual sales performance progression and keep everyone in-tune with uniformed goals.

**3. Lack of Training.** This does not refer to initial training as much as it does the ability to provide ongoing training and the development of sales personnel at every level. Simple proactive product and sales training sessions are a great way to ensure that sales staff revisit the basic fundamentals while learning valuable closing skills from experts, as well as one another.

**4. Lack of resources.** It may be helpful to ask salespeople what type of currently unavailable resources might be beneficial. Even if salespeople insist the company provides them with all the resources they need, it will position the manager or owner as an advocate for the business.

Although this picture can be painted many different ways, the message from this column is simple: adhere to a superior belief in the product and services your company provides, formalize your sales process so your company can proactively track sales, conduct consist product and sales training and be sure your team is fitted with the best possible resources available. Don't let your reason for failure be a weak excuse for negligence.



## UPCOMING EVENTS

### FWQA Annual Convention

June 6 – 8, 2013  
Orlando, FL

### South Atlantic Well Driller's Jubilee

June 22 – 24, 2013  
Virginia Beach, VA

### Wisconsin Water Association Annual Conference

September 18 – 20, 2013  
Wisconsin Dells, WI

### Water-Right School

September 24 – 26, 2013  
Appleton, WI

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



## SERVICE TIPS

### CHECK SALT, CHECK SALT, CHECK SALT!

By Ben Bartol

Lately, we have been receiving a lot of calls about the “check salt” error code on the Sanitizer Plus Series conditioner. This will happen when the unit doesn't draw the salt out of the brine tank. This usually means a plugged injector or drain line.

We are finding out that when people are installing the equipment and hooking up the brine line, they

are just hand tightening the nuts on the valve and in the brine tank. After a couple of years, the nuts work themselves loose. Then, when the unit goes into brine draw, it will “suck” air and not brine.

You only see the check salt on the Sanitizer Plus unit because of the chlorine generator; however,

this problem can occur on any piece of equipment with a Clack style valve. You may have some Impression units losing capacity for the same reason.

Be sure to use a pliers on the nut after hand tightening and turn it another complete turn so this doesn't happen to you. 💧