



Speaking SOFTLY

FALL EDITION 2016

water-right.com

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WELCOME ABOARD!

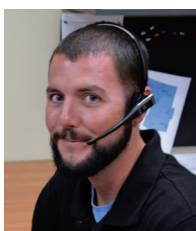
New faces at Water-Right



Randy Seyler
Technical Services

We'd like to introduce you to Randy Seyler. He's not new to Water-Right, but he is to our technical services department.

For the last 3 years, Randy has worked sales and service in our retail location, Clean Water Center. He now assists with homeowner calls and processes returns. Randy has been married for two years and has an adorable baby boy. He loves deer hunting, archery, snowmobiling, and partakes in walleye fishing tournaments.



Carmen Bump
Technical Services

We want to officially welcome Carmen Bump to our team. He started with us mid-July. Carmen began his career with Abendroth Water Conditioning in

Fort Atkinson, WI where he started off loading salt. He eventually moved up to Production and Operations Manager where he built and designed systems for residential and C&I. He is now on the phones at Water-Right and has quickly gotten up to speed. Carmen was born with a limb differential caused by Poland syndrome which is a rare birth defect. With the support of his mother, he has viewed it as a positive situation and a challenge that made him a stronger person.

Water-Right is growing! Visit our Careers page at Water-RightGroup.com to learn about open positions and join our team.

special announcement

Water-Right's Mobile-Friendly Trades Website

If you have been online recently, we hope you noticed that we redesigned and improved the www.water-right.com website.

We are very proud of our new website as it features a rebranding for Water-Right's brands — Impression® Series and Sanitizer® Plus. The new site is mobile-friendly which will help you and your service techs while you are in the field.

Brochures, full product manuals and specification sheets are now available, as well as a Dealer Login that houses an extensive resource center. This includes access to industry newsletters, marketing and advertising support, photography and product bulletins/updates.

You'll notice a fresh, new look for the Impression and Sanitizer Plus brands — including logos,

brochures, unit labeling and marketing support materials. The product and electronics remain the same — just a new improved look!

"Water-Right has always put customers first, providing them with state-of-the-art technology and products not found among our competitors," says Sara Schmidt, Water-Right's Brand Manager. "Our new Water-Right website is evolving and will now be streamlined for our customers to utilize. It captures the essence of our updated Impression and Sanitizer Plus brands, and offers in-depth product information in an online format."

The Water-Right website also features information regarding its state-certified independent water laboratory, Clean Water Testing, LLC., and upcoming Water-Right schools, events and training seminars.



What are you missing?
Visit water-right.com

ONE™ Filtration

Redesigned Filter Design Makes Replacement a Breeze

by Kevin Osborn, Regional Sales Manager



What is the ONE™ Filtration? It is an 8"x44" inch tank that supports a 34" filter. This is not your average filter—the housing comes with a bottom drain that swivels, which enables you to install a ball valve for ease of filter replacement. Plus the bypass is built into the head of the unit. It's a standard bypass with the option of a number of different connections, (i.e. shark bite, slip, threaded, etc). Another added benefit — the filter housing sits on the ground and doesn't need to be anchored into the wall. No special wrenches are required to remove the filter. The filter is held in place by the top cover that is secured by a snap ring. The housing is rated for 125 psi, and it can handle up to 30 gpm. Try to get that through a big blue!

What makes Water-Right's filters unique?

Our new filter design (released in June) is interchangeable with any existing ONE™ cartridge product from Water-Right. No add-on components or system modifications are required for use of the updated cartridge design. The exclusive 'stand off' leg feature at the bottom of each cartridge allows debris to clear from the filter and clear from the tank through the bottom drain.

What filter options are there?

The ONE Filter has options for string wound, double pleated, and carbon block. From nominal 50 micron filtration to a Nano (*that is a .2 micron rating*), you have a number of options.

These filters not only give you higher flow rates, but also six times the loading of that over a big blue, that's right six times (6x) more surface area. The more common use for this configuration is the 3 micron carbon block which is rated for 250,000 gallons at 2 ppm of free chlorine.



'Stand off' leg feature

Where is ONE useful?

City water! For those of you that have customers who want to remove chlorine but do not have hard water, this is a great filter for them. So the next time you are thinking 'Big Blue', consider the ONE Filter.

To learn more visit www.Water-Right.com, Cartridge Filters.

Company Spotlight:

Over the summer, we had a company video produced for Water-Right. It's humorous at times, but more so it's a tribute to our history, our beliefs, and our commitment to the industry. Visit our company site at www.Water-RightGroup.com, click on 'Company'.



Marketing Aids

Materials to Support Your Business

Water-Right has developed marketing materials that will help you sell more product. It is our goal to find new ways to help you support your business. By visiting the Dealer Login area of the website, you will find a list of support materials available for download or order. You will find:

- Radio Scripts
- Sodium Education Flyer
- Social Media Guide
- Marketing Aids, which will show you our new Counter Mats, Flyers, Banners, Window Clings, and more!

As we develop more items, we will post them. To find out how to login, call us at 1-800-777-1426 and ask for the marketing department.



14"x19" Counter Mat

Social Media

How is Your Competition Using Social Media to Benefit Their Business?

If your business is not on **Facebook** — it should be! Your social media presence is an opportunity to engage your community and give them access to your business right from their computer or phone. It is a unique opportunity to share water concerns in your area, latest industry news, product information, and to interact with customers with quick responses.

Water-Right has developed a **Social Media Guide** that can help your business get started with social media. Login to the 'Dealer' portal on www.water-right.com and download the Social Media Guide: Quick View document.

Follow us on Facebook! We have blog posts, industry information, and great shareables that you can 'Share' on your page!



"What a Competitive Advantage We All Have — it's Huge!"

—Glenn Gruett



Crystal-Right™ Zeolite

The Media that Gives you an Industry Advantage

Keeping water clean and safe has always been an important task and becomes increasingly difficult every year. Crystal-Right, an engineered zeolite, was the first media ever used for ion exchange in modern water treatment. Today, 30 years after its introduction, Crystal-Right remains the unsurpassed leader in the industry.

CRYSTAL-RIGHT — THE OVERACHIEVER

Exclusive to Water-Right branded products in the states, the Crystal-Right™ brand outperforms conventional medias for softening, neutralizing, and filtering out challenging minerals in water. In a single pass, Crystal-Right removes iron, manganese, and hardness, balances pH levels of acidic water, and can reduce ammonia. It also allows for higher backwash flow, which thoroughly removes suspended particles. On top of all that, Crystal-Right can withstand chlorinating the media to sanitize the unit. In short, systems last longer than conventional water softening medias without breakdown or damage to the Crystal-Right crystals.

WHAT DISTINGUISHES CRYSTAL-RIGHT FROM NATURAL ZEOLITES?

Mineral-Right controls the science and the purity of the crystals. Natural zeolites are often dirty, including contaminants from 'Mother Nature.' Crystal-Right is superior to natural zeolites because its crystals are clean, pure, and free of all impurities.

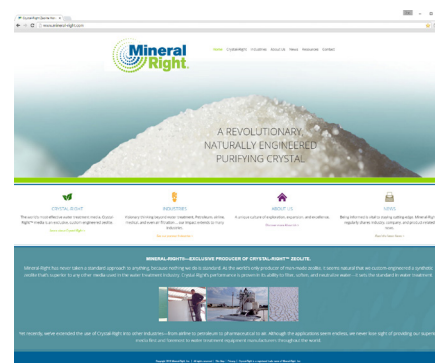
WHAT DIFFERENTIATES CR-100 AND CR-200?

CR-100 is ideal for removing hardness, iron, manganese, and raising pH.

CR-200 has the highest capacity for removing hardness, iron, and manganese.

To learn more about Crystal-Right and its unique properties, please visit www.Mineral-Right.com.

You can only purchase exclusive Crystal-Right™ and now Turbidex™ natural zeolite from Water-Right.



Employee Spotlight:

Crystal DiNardo

Customer Service team member

Crystal has been part of the Water-Right Customer Service team for one year now. She likes the laid back atmosphere and the great people she works with everyday. She is from Neenah, WI. She has a three year old daughter named Nadia and a four year old black lab



named Kayna. When she is not working she enjoys watching movies and anime, disc golfing, gaming, and shooting her guns and bow.

Crystal is also a volunteer/paid-on-call firefighter for the Town of Neenah Fire Department. She has been with her fire department for 3-1/2 years. She is trained and certified at the state level for firefighting and hazardous materials as well as nationally certified for emergency medical services.

“

Crystal has been a great addition to our team. She has done a great job of learning the product lines and establishing a good rapport with our customers.

— Derick Wasinger

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Tech Tips

Commercial Quotes

Quote Form Issues

by Kirk Guthrie, Technical Services Manager

It has been brought to our attention that the 'Commercial Quote Forms' technical services e-mails to customers have been difficult to open at times. We have looked into this issue and have found a solution.

When these documents are filled out, they are saved as a 'writable PDF document'. The issue shows up when customers open these PDF documents, the text Water-Right has entered does not show up. This is particularly true for those customers who are opening the PDF documents on an Apple device, including iPhones and iPads. We have since modified the way we save these documents to try and resolve the issue, but it is not foolproof.

With some technical support from Apple® we now know the solution to this issue. If you are using an Apple device:



Visit the Apple App Store and download the free app "Adobe Acrobat Reader". This will equip your Apple device to be able to open and read quotes.



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Company website: water-rightgroup.com



Connect with **Water-Right** on social media!   



**WATER-RIGHT
SCHOOL**

**February 7-9, 2016
Appleton, WI**

Registration Ends January 16

Class size is limited! To register, visit:
www.water-rightgroup.com/signup
or download the form and fax it to
Vicki at 920-739-9406.

The full itinerary is on our sign-up
web page. Like our facebook page for
communications about future schools,
product updates, and more.

facebook.com/WaterRightQualityWaterForLife

Kurt's CORNER

Thank you to all of the Water-Right employees for their hard work and dedication. Celebrating anniversaries from July—October are:

Employee	Years
John Degeneffe	27
Bob Jewell	21
Mark Selvig	18
Sherry Gerbers	16
Nayana Patel	15
Rhonda Chier-Verghagen	15
Kirk Guthrie	12
Mike Hanten	12
Randy Perra	10
Chris DeGroot	8
Michelle Babbitts	8
Nate Fritz	6
Tim Rindt	6
Mike Speicher	6
Kevin Smith	5
Paul Jenquin	3
Mark Russell	3
Sara Schmidt	3
Randy Seyler	3
Melanie Jayjack	2
Greg Griesbach	1
Adam Petersen	1
Steve Calahan	1
Tierney Wasinger	1

Fall Events & Conventions

November

1-3	Water-Right School	Appleton, WI
3-4	Indiana Ground Water Assoc. Convention/Show	Michigan City, IN
16-17	Ohio Water Well Assoc. Annual Convention/Show	Columbus, OH

December

6-8	Groundwater Week Expo — Visit us at Booth #529!	Las Vegas, NV
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January 2017

10-11	Oklahoma Ground Water Assoc. Conference/Show	Norman, OK
11-13	36 th Annual Utah Ground Water Assoc. Conference/Expo	Mesquite, NV
17-18	Empire State Water Well Drillers Assoc. Annual Meeting	Verona, NY
18-19	Wisconsin Ground Water Conference	Wisconsin Dells, WI
23	Minnesota Water Well Assoc. Convention/Show	Brooklyn Park, MN
24-27	Texas Ground Water Assoc. Annual Convention/Show	San Marcos, TX
25-26	Idaho Ground Water Association Annual Convention	Nampa, ID
27	South Carolina Ground Water Assoc. Meeting/Show	Columbia, SC