

SPEAKING SOFTLY

water-right.com





LUIS SANTIAGODealer Field Manager

Luis Santiago joined Water-Right in January as Dealer Field Manager. His position will support new and existing dealers through conducting

extensive in-field training and support. His passion is helping small businesses create infrastructure while providing specialized training to fine tune sales teams to drive business growth. In his spare time, Luis enjoys golfing, fishing, and vacationing to Sarasota Florida, with his wife Mary.



MIKE MANLEY
Retail Field Manager

Mike Manley joined Water-Right in February as Retail Field Manager. His position will support both traditional and retail-based lead

generation, in-home sales, and service teams. Mike is a Certified Water Specialist and his knowledge will be instrumental to providing in-field training and program support.

Outside of work he enjoys spending time with his wife Penny while camping with friend's every weekend at their seasonal site. Mike and his wife also like spending time with their six grandchildren when they can.

COMPANY SPOTLIGHT

Water-Right and A. O. Smith Transition Updates

I would like to give you a few updates on what will be coming from Water-Right over the next several months. The first one is to inform you of a small price adjustment coming to all customers. This increase will be in the 1.5% to 2.5% range across all our core-branded residential products and will take effect on April 6th. Despite rising freight charges and the increase in the cost of doing business, we have worked hard to keep this increase reasonable. It has always been Water-Right's policy to keep prices as low as possible while still providing outstanding products, programs and educational opportunities for our customers, top-notch personnel, and responsive customer service to support you at the level you have come to expect and deserve.

In addition to the increase on our core residential units, some items found in our Specialty Products catalog will also be updated at this time based on any increases we saw from our vendors and the manufacturers of those products. Please watch for more communications as we get closer to the April 6th switch that will include the updated list pricing.

The second thing I'd like to update you on is that our manufacturing area will be down April 13-15 for inventory. Your orders will not be shipped during this time. We will still be taking your calls and orders as usual, but be aware that there will be a delay in production. Our teams work hard to make this necessary downtime as short as possible and we appreciate your patience and understanding during this brief interval.

The third thing I'd like to update you on is the A. O. Smith acquisition and how Water-Right has been transitioning into the new family of businesses. As we are closing in on our first full year after the

acquisition, we're able to look back and say that things have gone very well.

A. O. Smith has trusted us to continue to run Water-Right the way we always have from a day-to-day business standpoint. The changes that we have seen have all been internal, including the "mapping" of our accounts to A. O. Smith Corporation for added visibility and beginning to migrate over our computer systems over in small stages. In 2019, we transitioned our network to their servers, have adopted their exchange servers, the Office 365 suite of programs, and their firewalls. The changes have been an improvement over the infrastructure that we had previously.

The next big step occurs when we Migrate to SAP (the ERP System of all A. O. Smith companies). The A. O. Smith technology team has been preparing us for several months now and will continue to build and test the program in the weeks to come. The new system is set to "go live" on May 4th. Please watch for future updates on this process and what to expect. It has been an interesting year, but the Water-Right family could not be happier with the choice of A. O. Smith to help us carry on the business. A. O. Smith has offered Water-Right and its employees many opportunities for growth and given us solid resources and support. We are looking forward to the future with them and all of you.

Thank You,

X RA



Kurt Gruett, President



EMPLOYEE SPOTLIGHT

MIKE OHLINGER Technical Writer

Mike has been our technical writer for almost 3 years at Water-Right. He enjoys the freedom to make his own processes and run with them if they work. He also enjoys being able to take complex technical ideas and turn them into something anyone can understand. Having not had any introduction to this industry prior to working here, it's still interesting getting to learn more and more about what goes into water treatment.

Some things people do not know about Mike is that he collects musical instruments and has a makeshift recording studio built in his house. Mike states, "It's been something I've been doing since I was a kid, but I don't have a lot to show for it."

One of his favorite ways to kill a spare hour or two is to make some terrible music with his 12-year-old step-daughter and 11-month-old daughter, who is a natural drummer. They also enjoy camping and hiking at state parks in the summer and spending spare weekends working on their home in Neenah.

"I'm trying to learn woodcarving, but so far all I can carve is a smaller chunk of wood. I live in a very mildly haunted house. I can run at least five miles per hour on a straight, downhill road. I like to read and my favorite book is Jules Verne's Mysterious Island, but it hasn't aged well. I've never broken a bone. When my wife and I retire, we're planning on building a monolithic dome house to retire to. I'm 5'10", but I tell everyone that I'm 5'11". I've never seen the movie "Jaws", but I pretend that I have."

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"Ever since Mike joined the team, we have become better as a company overall. Not only because he does an excellent job keeping all of our manuals accurate and organized, but his positive sense of humor and amazing impressions make it fun to come to work every day!"

Melanie Jayjack Marketing Manager

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The Hot Water Heater Study

By Mark Russell, Regional Sales Manager

We are all aware there are several aesthetic and cost-saving reasons to own a water softener when you have hard water. Skin dries out, hair is less manageable, clothes, sheets and towels can be stiff and uncomfortable. Scale build-up requires extra effort to clean, water appliances operate less efficiently and will fail sooner.

New Mexico State University conducted a study measuring and quantifying energy consumption on household water heaters operated on hard water versus soft water. The point was to quantify energy savings of soft water and the effects of scale build-up in water heaters operating with hard water; the results are very telling.

The study performed in the laboratory tested 16 water heaters. The group included 12 used water heaters of varying age with varying amounts of scale and sediment and 4 new heaters. Half of the water heaters had always been on hard water and the other

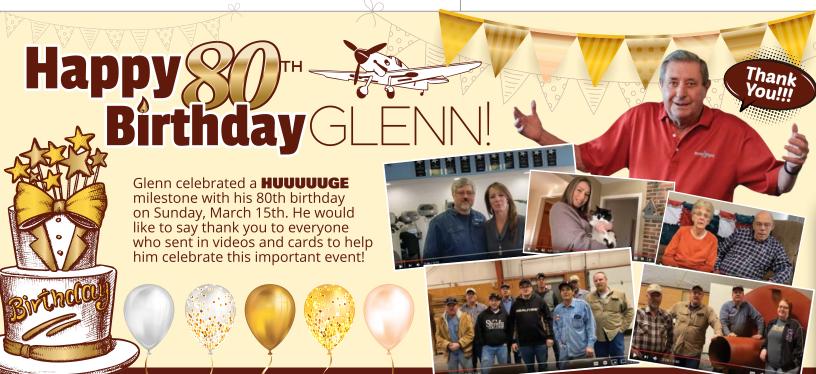


half were on soft water. The lab monitored them to measure energy efficiency.

It was observed that the gas water heaters on hard water used 29.5% more BTUs to heat water and 21.7% more BTUs on electric heaters as opposed to the heaters on soft water. Insulation in the form of scale build-up is a

poor conductor of heat. As scale and sediment build-up in the water heater, it insulates the water from the heat source and requires additional energy to heat water. This additional energy is wasted and increases the homeowner's energy bill. Soft water does not have this problem.

Scale build-up in heaters can be as much as 40 pounds in a 10-year-old heater. Scale build-up in soft water heaters was no more than 4 pounds. Imagine the energy savings your customer will realize with a water softener, and this is just for one water appliance. A water softener truly pays for itself.













TECH TIPS

Impression Plus and Impression Board Updates

by Kirk Guthrie, Technical Services Manager

Technical Services has been receiving some calls with the recent updates that were performed on the Impression Plus and Impression PC boards. We want to make some clarifications for you and clear up the capabilities of each board when using the O₂zone generator.

The Impression Plus board (part number CV4229XP-03) has gone through the most changes. This board is now compatible with the O₂zone generator. There is no need to change the board out when adding the O₂zone option. When you are ordering an IMPRESSION PLUS filter, it will come



equipped with the O₂zone compatible board. The other update to this board is the ability to set "service alarms" and also have the dealer name and phone scrolling across the backlit display.

The Impression board (part number CV3579WI-03) also has added new features. This board is equipped with "service alarms" and the dealer scrolling feature as well. However, if you would like to utilize the O₂zone option with this board, you will need to order the ozone kit (OZ1-A-WR) to get the correct circuit board to power and use the ozone generator

The OZ1-A kit is available as a separate item. This kit can be ordered with or without the circuit board. Order an OZ1-A-WR if you are adding ozone to an existing Impression air draw unit. If you are installing a "new" Impression Plus air draw filter, you would order an OZ1-A-99, which is the O₂zone kit without the circuit board.

Please contact Tech Support at 800-777-1426, or contact your Regional Sales Manager if you have any





TRAINING SPOTLIGHT Training Schools - Drillers Service

By Brad Walsh, Regional Sales Manager

This past February I had the opportunity to partner with DSI and conduct three day-long schools in GA. The week started in south GA with a school in Tifton, then moved north to Covington and finished the week in Ellijay. We trained 71 participants and had a blast doing it. Each school had its own personality as the participants had varying levels of experience, unique water challenges and different business models. Commercial water treatment, chemical feed, the new ozone generator and ONE systems were all hot topics at each stop. It was great to see the enthusiasm amongst the participants as they seek new ways to tackle water challenges and provide value to their customers. Thank you to all who attended and helped pull these













1900 PROSPECT COURT APPLETON, WISCONSIN 54914

1.800.777.1426 | water-right.com Company website: water-rightgroup.com











GRUETT GROANER

When I was a kid we were so poor we had to eat sitting on the floor. Every supper, mom would cook up a batch of filet mignons and we'd sit around on the floor eating them like a picnic.

One day dad came home and said he'd taken a gamble and bought us a table. Ever since then, the steaks have been raised.



UPCOMING EVENTS & CONVENTIONS

APRIL 2020

20-24 13th World Filtration Congress San Diego, CA

12-13 Seventh Annual Emerging Water Technology Symposium San Antonio, TX 28-30 Florida Ground Water Association Annual Convention Orlando, FL

JUNE 2020

14-17 AWWA Annual Convention & Exposition

Orlando, FL

KURT'S CORNER

Thank you to all of the Water-Right employees for their hard work and dedication. Celebrating anniversaries from April – June are:

Employee Yea	rs
KURT GRUETT	37
GREG GRUETT	36
DERICK WASINGER	22
CHRIS SCHWERSENSKA	21
JOEL RINNE	
JOEL GRIMSLEY	l C
LUKE JAVA	
MARY KAY MAIGATTER	
MATT NEVILLE	
ANN BEHNKE	
GREG GRIESBACH	
ZACH GRUETT	
KAREN FRASSETTO	
BRAD WALSH	3
AUSTIN SOBIESKI	
JERED PAVEK	
JUSTIN ISENHOFF	2
BILLIE CHRISTENSEN	
ELIZABETH MODERSON	
ALEX DAVIDOWICZ	2
BRAD PRICE	
NANCY DIEDED	7