

Water Right® Speaking SOFTLY

WINTER EDITION 2019

water-right.com

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Company Spotlight: Online and internal marketing support available to you

by Vicki Andersen, Associate Brand Manager

One of the keys to any successful business is trust and marketing strategy. In business, trust is what guides the decision-making process and is ultimately what builds the foundation of a positive working relationship. From our perspective, the success of your brand is just as important as ours. You are one of the links to a solid brand message that benefits both parties!

Successful integration of the manufacturer's available brand message integrated into your business can go long way. Dealers/distributors, once immersed in the manufacturer's brand messaging, can serve as a primary source of market intelligence and trusted consumer research.

Driving brand awareness is actually making the consumer acquainted with your brand, product and message. The availability and existence of a specific brand in the minds of people is very important as we live in a world where people have a tendency to lean towards branded products. It has become vital that most people have at least heard about the brand and recognize it as it can prove to be an asset for any company.

Blown Away by Hard Water?



▲ Social Media Shareables for Facebook, Found in the "Dealer Log-In" Section of water-right.com



to re-purpose our digital media. There are Facebook shareables, ad campaigns, and many other resources to grow your business.

Another way to effectively create brand awareness is to make a great first impression. One example of doing that is through a branded vehicle wrap. They are a very memorable way to spread your branded message. Vehicle wraps for sales and service vehicles are a powerful branding and

Social media marketing helps to validate your brand and allows you to post consistent messaging. A company's social media presence, when done correctly, tells consumers that their brand is active and focused on thriving communication with consumers. A majority of consumers who search for businesses online are more likely to use ones with an informative social media presence. ▼ Social media marketing has the power to increase customer loyalty. More than half of consumers who received a quick response on social media would recommend the brand to others.

Our dealer login area of water-right.com houses a great deal of digital marketing tools free to use! That's the best part, it doesn't cost a thing

marketing tool. I know what you're thinking, "I can't afford all this marketing stuff!" Well did you know that Water-Right can design your marketing materials to support these needs? And did you also know that things like vehicle wraps, sell sheets, door hangers can be designed by our Marketing Team at no charge as a service to you? Need a logo? We can design it. Need a sell sheet or a truck wrap? We can do that too! As a Water-Right customer, we provide sound marketing support to help make your business successful.

So now that you have your materials designed, you ask yourself, do I have the money to pay for these materials? Are you familiar with Water-Right's Advertising Co-Op program? You earn co-op dollars based on last years sales. There are a few guidelines, but it is designed to help you create and implement effective marketing strategies in your local markets to grow your business utilizing the Water-Right brand. Our goal is to offer strong marketing tools that enhance the visibility of your company as well as the Water-Right brands in a way that contributes to sales growth. A huge benefit of co-op is that your company and Water-Right can boost reputation and market exposure together. When your company can align your marketing campaign directly with Water-Right, it creates trust in consumers and leads to an increase in conversions. For us, having reliable dealerships promoting a consistent Water-Right brand message can raise awareness and create a larger, loyal customer base for your business.

Digital ads are also available in the dealer login. Just add your logo and share on Facebook or in print to drive a consistent message.



“ I can't thank Water-Right enough for their marketing support while I was starting up my business. It took alot off my plate so I could focus on my new water treatment business venture. Their skills and knowledge is superb! ”

Wayne Brothers
Brothers Water Treatment and Pump Service
~ Butte, Montana

Production Spotlight

REPORTING **DAMAGED** FREIGHT



When someone orders product, there is one common risk we all face, the shipment can become damaged in transit. The process for finding out who is responsible for damaged freight could take months, and discovering how shipments become damaged can be difficult. Carriers will never be able to prevent all instances of damage, but they can at least be informed on the details of these to try and prevent future instances from happening. What is the most important rule of receiving freight? Do not sign the delivery receipt before checking your shipment for damage, concealed damage or missing parts. Upon arrival of any delivery, please note any damage to the packaging or products on the freight bill.

Let's walk through the receiving process to determine the proper course of action when something goes wrong with your freight.

1) Take a close look at delivered shipment and inspect all details. Pay attention to every part or item; open crates if needed – there could be concealed damages. Determine what exactly is damaged. Don't be intimidated by the driver, who can claim he or she is in a hurry for the next route – you have a right to record all details necessary. If a situation arises, please have the driver contact the Production/Traffic Manager at Water-Right directly.

2) Write everything down and take photos, if possible. The more documentation, the better it will be for everyone.

Make notes of damages and make sure the carrier is aware of the situation as soon as possible. Don't underestimate the importance of communication.

3) Forward information and photos to Water-Right's shipping manager, Tom Tegan, for claims processing.

While it seems obvious to get compensation for damaged or lost freight, it is more important to gather as much information and evidence as possible to enforce proper load handling and avoid future damaged shipments.



Tech Tips

PC board return reminder...

by Kirk Guthrie, Technical Services Manager

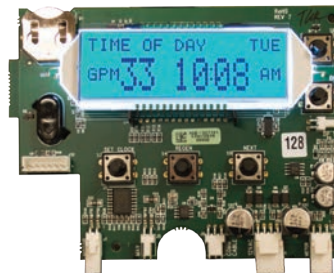
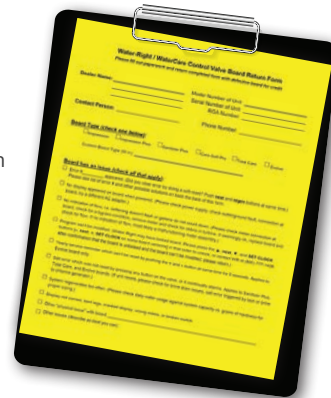
Over the last few months, we here at Water-Right have been receiving PC board returns from the field without the detailed information we need to complete the return process and track problems or defects with the electronics.

When requesting a RMA from Customer Service, please make notes as to the serial number of the unit, and what the problem with the board is. Please resist the temptation to use "defective" for a reason for the return. This may be quick, but, it really does not help when trying to determine what truly is wrong with the board.

Also enclosed with ALL new replacement boards is a bright yellow sheet that we would ask that you fill out as much as possible. If the yellow sheet is not filled out with the proper information, you will more than likely get a call from us to fill out the sheet with you. We use this information to determine

any corrections or improvements that can be made to the electronics. Please take a couple of minutes of your time to make sure we have the proper information to process your return in a timely manner.

Call Technical Support or Customer Service at 800-777-1426 with any questions.



Brad Walsh reviewing the importance of water testing out in the field and reviewing product lines for DSI in West Columbia, South Carolina and DSI in Knoxville, Tennessee.





Employee Spotlight

Tierney Wasinger
Valve Builder



Tierney has been a Valve Builder for two and a half years at Water-Right. She enjoys the many duties her job has to offer, including building salt monitors and ozone generators. When she has completed her day, she enjoys spending time with her two daughters and son, drawing/painting and being outdoors in the sun. She also enjoys taking things apart and putting them back together, troubleshooting and fixing things. Tierney recently moved in with her boyfriend Matt of four years and his son. She is looking forward to blending their two families together and moving forward as one.

“Tierney fits in well with the production team. Although she is a part-time employee, she is one of our best. She not only assembles valves, but does a lot of the tedious piece work that just has to be done! We are fortunate to have her at Water-Right.”

Joel Grimsley
Valve Assembly Lead



Product Spotlight

Demo Valves
Now Available

Call 800-777-1426 to order.

IMP FIELD DEMO
Part No: IMP1000-2DEMO

IM FIELD DEMO
Part No: IM1000-2DEMO

ASP FIELD DEMO
Part No: ASP1000-2DEMO

CC FIELD DEMO
Part No: CC1000-2DEMO



Demo Sticker
will be present
on side of all
demo valves.

! Please Note: These valves are not operational. Do not install on active units. **!**

New **FACES** at Water-Right

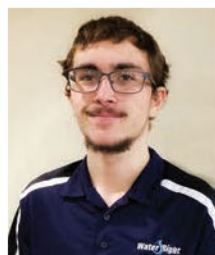
WELCOME ABOARD!



Angie Lom
Controller

Water-Right welcomed Angie to the team a little over a month ago as financial controller. She will be involved with month end closing, payroll, benefits and anything else that comes

her way. She really enjoys working with numbers and people. In her free time she enjoys spending time with her kids and family, playing volleyball and reading a good book! Her 13 year old daughter loves gymnastics and her 11 year old son Alex loves basketball. Angie spends a lot of time in the gymnasium watching her kids as well as driving them to all their events. She is very excited to be here and looks forward to getting to know the Water-Right team.



Ron Butler
Production Associate

Water-Right also welcomed Ron to the team back in September as part of the production line. He enjoys the group he is a part of and the variety of duties each day from filling tanks, completing

final assembly, palletizing and preparing products for shipment. He likes learning new things everyday in his position. In his free time he enjoys fishing, snowboarding, coaching wrestling for Little Chute.

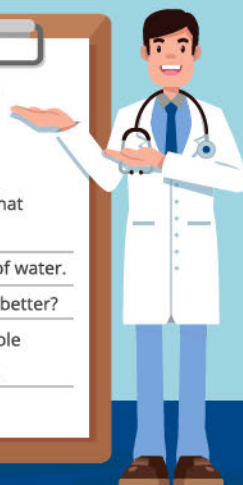
Gruett GROANER

Patient: Doctor, I think that I've bitten by a vampire.

Doctor: Drink this glass of water.

Patient: Will it make me better?

Doctor: No, I but I'll be able to see if your neck leaks.





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APPLETON, WISCONSIN 54914

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



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

Water-Right School Education



Kurt's CORNER

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

Employee	Years
Glenn Gruett	56
Vicki Van Straten	30
Brian Peterson	17
Tom Tegan	16
Richard Peterson	11
Joel Grimsley	9
Crystal Hockers	8
Thomas Vandehei	7
Ann Behnke	6
Kevin Osborn	6
Brandon Peters	6
Daniel Peters	6
Donna Pingel	6
Garrett Lemons	5
Stephanie Ozment	5
Karen Frassetto	4
Katie Freimuth	4
Jake Kohlhagen	4
Darius Denil	2
Brandi Miller	2
Kyle Sheprow	2
Austin Sobieski	2
Layke Wochos	2
Billie Christensen	1
Justin Isenhoff	1
Jered Pavek	1
Nancy Pieper	1
Bradley Price	1

Upcoming Events & Conventions

January 2019

7-11	GEFCO's 21st Annual Resource Drilling Fundamentals Training Seminar	Enid, OK
10-12	Florida Ground Water Assoc. Convention & Trade Show	Orlando, FL
31-2	Aquatech China	Shanghai, China

February

3-7	Association of American State Geologists (AASG)	Rehoboth Beach, DE
5	World Environment Day	

March

28-30	South Atlantic Jubilee	Myrtle Beach, SC
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