

SPEAKING SOFTLY

water-right.com

NewFACES at Water-Right



STEVEN SCHMITZ
Customer Service Manager

Steve Schmitz has recently joined Water-Right as Customer Service Manager. He has experience managing customer contact teams for Hewlett Packard, Cisco Systems, AT&T, and most recently, Spectrum. He and his wife recently became empty nesters since their daughter went off to college this fall. When not working, he likes to spend time outdoors (mostly walking), taking as many road trips as time allows, disc golf, and playing the occasional game of pinball.



NATHAN ORGILL
Digital Marketing Specialist

Nathan joined Water-Right as our Digital Marketing Specialist back in October. In this role, Nathan will ensure all of the websites we manage stay up to date and competitive, while keeping all of the branded social media pages active as well. He's coming to us with a nice writing background (both professionally and recreationally) that will be useful in the content creation to make our company successful in the water treatment world. He likes that he will be putting his skills to use, and feels like he will be recognized for what unique talents he can bring to the table. Outside of work Nathan enjoys writing fiction, playing video games, reading numerous books and comics, and watching a lot of superhero movies and shows. He states, "If I look mad, that's how I look when I concentrate." Check out his latest fantasy novel, "Withered Kingdom" on Amazon!

Water-Right has joined forces with Contractor Rewards to support you.

by Brad Walsh, National Channel Manager

Water-Right is excited to announce that we have partnered with Contractor Rewards to offer our loyal contractors and dealers additional value with each system purchased*.

Each Impression, Impression Plus and Sanitizer Plus branded system will have a yellow



label containing a code that is located in the polybag with the manual. This code can be scanned via the Contractor Rewards App or entered at www.contractor_rewards.com online for points. These points can then be cashed in for a variety of great gifts, experiences, vacations, etc. and the points never expire!! Many of you may already be familiar with Contractor Rewards as they currently have

partnerships with other leading manufacturers in the trades arena. Be sure to maximize your point earning potential by partnering with these other leading brands. For more information you can visit www.contractor_rewards.com or the dealer login portion of www.water-right.com. Please keep an eye out for future product additions to this program as well as additional resources to connect consumers more easily to our network of loyal Water-Right dealers.

*Contractor Rewards only redeemable on Sanitizer, Impression, Impression Plus and Twin Systems.



**Thank you for your
commitment to
Water-Right products!**
**Join before Dec. 30th for
your chance to win!!!**



The Importance of continued education and training

by Mike Heatwole, Territory Sales Representative

These are certainly interesting times we are living and working in. Sales are through the roof, leads are still strong and products are still in short supply. Time seems to be much shorter more now than ever. How do we get it all done? Where do we find the help? These are the questions we ask ourselves every moment of every day. That's why it is so important to work as efficiently as possible. The one way to do this is with training.

I know, I know, we don't have time for training. We are too busy we tell ourselves. Well, I believe this is just a story we tell ourselves to make excuses for not devoting time to training. Training cost is an investment, and that investment will return itself many times over when we do it properly. These good times will not stay forever. We need to always be training to prepare for the future.

In fact, with the new bills making their way through congress like "Water for All", for example, it's becoming more important for our staff to become trained and certified to be able to take advantage of some of the future federal programs. Many states are working on new training requirements for Water Treatment personnel.

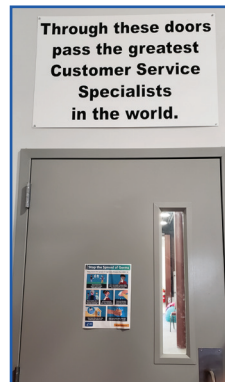
Training will result in:

- Happy employees who feel valued and are provided the opportunity to perform at their best levels.
- Reducing callbacks and preventing costly mistakes is the reward for the owner.

- Happy and satisfied customers because the job was performed properly and professionally you will have a satisfied customer for life. This results in lifelong profit streams.

Training exists through your regional Water Quality Associations as well as the National WQA. Water-Right Regional Sales Managers and Territory Sales Reps are willing and prepared to offer and present training for you and your staff. We are good at it and are happy to help you grow your

business. Water-Right is working on upcoming training sessions to be offered online so be on the lookout in 2022! Hopefully, we will be able to get back to having the big schools in Appleton in the future, but why wait? We can train today virtually, so give us a call. Together we all succeed.



One of my favorite signs that hangs over a door of Appleton-Campbell Plumbing, a Water-Right dealer. They hold regular weekly technician trainings at their business.



The 2021 Jubilee was a huge

SUCCESS

South Atlantic JUBILEE™

The 2021 Water Well Jubilee was once again held at the Myrtle Beach Convention center in Myrtle Beach, South Carolina July 31st - August 2nd. The attendance reached pre-COVID-19 numbers this year as many family's once again gathered for the 3-day event. The goal of the Jubilee is to inform, educate, and entertain contractors and their families. Continuing education classes were held, and a very successful trade show was enjoyed by the attendees. Water-Right was very busy with our booth as many old and new customers stopped by to learn about the Interflo Filter and our new Contractor Rewards program. Brad Walsh and Mike Heatwole stayed very busy talking to the many customers who stopped by the booth.

TECH TIPS

What you need to know about the Chlorine Generator.

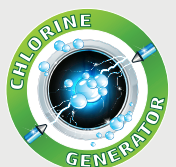
by Chris Steddick, Technical Services Manager and Carmen Bump, Product Manager



Water-Right's chlorine generator adds many benefits to the units it is available on. The generator acts as a disinfectant and as a salt monitor. As brine is drawn out of the salt tank, it passes through the patented chlorine generator en route to the system's media. While passing through the generator, it comes in contact with a small amount of electrical current which creates free chlorine from the sodium chloride in the brine. As the chlorinated brine solution flows through the media, it cleans and regenerates the tank and recharges the media.

When the generator senses that a lack of chlorine is being produced due to a lack of salt, an alarm is generated. If the generator recognizes a brine solution of less than 50%, a "Check Salt" message will appear on the screen. On some newer models if the reading is less than 25%, a "No Salt" message will appear. These alarms are generally triggered when the unit has run out of salt. If salt is present, the technician should check for a plugged or bad injector, a damaged stack assembly, piston, or a restricted drain line. If all the mentioned alarms check out, check the brine line for discoloration. This could mean that the probes within the generator are coated with iron and are not capable of producing enough current to function correctly. In this case, the chlorine generator needs to be replaced.

When replacing a chlorine generator or adjusting the chlorine generator setting, we suggest re-calibrating it. To do this, you will need to access the first level of programming, in order to turn the chlorine generator off and cycle back to the time of day. Once you are back to the time of day, re-enter the first level of programming step through to the chlorine generator setting and adjust to the desired setting. This allows the generator to recalibrate which will provide more accurate readings. The chlorine generator can be ordered as part number CV3395. Not all Water-Right products support this option. Please call Tech Support at (800) 777-1426 for any compatibility or application questions.



COMPANY SPOTLIGHT

State Of The Business

I would like to provide another update on our SAP transition if we can call it a transition anymore. We are fully submerged and working in the system. The main focus going into SAP was to ensure the production process was functional; we knew we had to keep production going due to the backlog and supply chain issues at hand. The production team has done a great job of getting us back to pre-SAP levels in a very short time. The supply of product still dictates daily production, just as it has in the last 6 months.

We did have a few hiccups during the transition and most of that is communication-related. Quite frankly, we have not done a very good job of answering your questions, getting back to you, or confirming your orders. I apologize for this. Our customer service team has dealt with many obstacles on the front end with the new system and the learning curve has been steep, however, we are slowly learning and getting better. Pricing in SAP is still an issue in many cases and it takes much longer to look up. Order Confirmations emails (originally turned off) are now on and you should be receiving confirmations of orders to the address you provided us.

If you don't feel your orders are being confirmed, please send us the e-mail address(es) you would like these to go to by emailing them to mail@water-right.com. This is an automated process and multiple addresses can be accommodated. Please be aware we are about 4 days behind in entering orders so you will not receive

the order confirmation on the same day we received your order. Orders are being entered by the date on which they are received. UPS or parcel orders are given priority and will ship sooner than truckload orders, as long as we have the parts in-house to ship.

With lead times approaching 70 working days, order entry has been instructed to separate the units and media from the parts portion of the orders we receive. This is to accommodate the shipping of the parts sooner, if possible. We will use the same purchase order number for separated orders, and you will receive two confirmations.

One of the bigger issues we have currently is the inability to show you backorders on the packing list. If ordered parts that are confirmed (from confirming order) are not received, rest assured they still are on the original sales order and will be shipped when we receive the back ordered item(s). We understand how confusing this can be, but at this point, there is no way around this gap of information.

SAP has forced us to tackle a few new roles in our company and individuals are stepping up to the challenge. One of these new roles is order planning and releasing these orders to production within the SAP system to the shop floor. In the past, order planning was done at the customer service level, however, they no longer fulfill this role.

Due to lead times, we have had unprecedented inquiries about order shipment and have not done well in answering these inquiries. Customer Service, Technical Service, and Sales Personnel can all assist

in getting you information on when orders might ship. We are shipping on a first in-first out basis, again dependent on supply availability.

We have seen and have been absorbing many price increases, with some very large increases looming in the future. Please be aware that a price increase will be necessary the first part of 2022.

The supply chain issue is not getting any better and is what is driving the lead times. Valves, due to the supply of the electronic boards, and the specialty softener tanks are still in short supply. In some cases, our Purchase Orders to our vendors are being confirmed over a year out! Until production of these key components are increased and consistent, we will continue to have these issues. Freight has been a more recent problem, the availability of trucks for LTL shipment has delayed shipment of orders in some cases and we are monitoring this situation constantly.

I want to thank you for your patience and understanding, this has been a very difficult time for all. We will do our best to keep you informed as to the progress here at Water-Right. And as always, I thank you for continuing to do business with us and all of your support.



Kurt Gruett



More than a Box

by Brad Walsh, Regional Sales Manager

Water-Right built its business via training and partnering with wholesalers who truly want to sell water treatment solutions and be integral in the success of their contractor customers. Today,

Water-Right applies these same principles and "fit" mentality as it continues to serve the wholesaler/contractor channel as well as other water treatment professionals via separate channels.

Wholesalers today come in many different forms – family-owned, corporate, diversified, specialized, single location, national coverage, etc. All these wholesalers have a solid value prop that they can get

behind to carve out their share of the markets they serve. Not all wholesalers are willing or able to sell water treatment and that's okay. Many wholesalers will bring in a few select products to appease a particular customer base while picking up some additional dollars at check out. Water-Right wholesalers are different. To be a successful Water-Right wholesaler or wholesaler of any full-line water treatment offering, you must be invested in the category and want to make your contractors successful in this arena. To accomplish this, wholesalers must have resources capable of supporting this trade, consult in the field when needed, test water, confidently discuss solutions, troubleshoot, hold substantial inventory and parts, and embrace education for their teams and customers on an ongoing basis. Wholesalers can't do all this alone and must have a strong working relationship with a manufacturer that can support their efforts while working together as one team.

Wholesaling water treatment is not moving or

selling a box. Water-Right boxes come with a steep learning curve, a significant expense if applied incorrectly so ongoing maintenance is mandatory. If the attributes of these are ignored, any and all parties downstream of a wholesaler can be left frustrated and looking for new outlets to satisfy their water treatment needs.

These past few years have been extremely tough and I am very proud of our wholesale partners for the way they have responded to these challenges. Our partners have stepped up to carry more inventory, take on training, adapt to the virtual world, deal with shortages, shipping issues, and price increases. Be sure to thank your Water-Right wholesaler for all they do, have had to do, and will continue to do to support your business day in and day out. On behalf of Water-Right, THANK YOU to all our wholesaler partners for all you have done to serve all the contractors out there and we look forward to continued success with you for years to come.





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

GRUETT GROANER

A time traveler goes to his doctor because he can see into the future. The doctor asks him, "How long have you suffered from that condition?" The guy tells him, "Since next Monday."



UPCOMING EVENTS & CONVENTIONS

DECEMBER 2021

14-16	National GroundWater Expo	Nashville, TN
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JANUARY 2022

5-7	Utah GroundWater Association 41st Annual Expo	Mesquite, NV
12	Louisiana GroundWater Annual Convention	Marksville, LA
12-14	Wyoming GroundWater Annual Convention	Casper, WY
19-21	Wisconsin Water Well Annual Convention	Wisconsin Dells, WI
25-28	Texas GroundWater Annual Convention	Frisco, TX

ANNIVERSARIES

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

Employee	Years
Guy Gruett	34
Jeff O'Callaghan	24
Clark Hopson	21
Donna Roemer	11
Richell Hirst	9
Mai Chang	8
Tierney Wasinger	6
Erik Koglin	5
Gary Bauer	4
Kim Rankinen	4
Vicki Andersen	4
Jason Carreon	3
Tyler Branchfield	3
Angie Lom	3
Mike Heatwole	2
Tom Poulsen	2
Ryan Adams	1

www.water-right.com