



# Speaking SOFTLY

SPRING EDITION 2018

water-right.com

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## Company Spotlight: Updated IM/IMP Boards

by Mike Ohlinger, Technical Writer

In the continuous effort to innovate and improve upon the water treatment systems we offer, we are excited to announce that updates have been made to the Impression and Impression Plus Series boards. These updated boards offer features specifically requested by our customers, which are detailed below, and have been extensively tested in the field for the past six months to ensure that they meet our rigid quality expectations.



Feature	Impression	Impression Plus
Dot Matrix Display	YES	YES
Scrolling Dealer Name	YES	YES
Enhanced Display Feedback	YES	YES
Relay Trigger	YES	YES
Backlit Display	NO	YES
Flange	NO	YES

### Updated Features

**LCD Dot-Matrix Display:** The updated Dot Matrix display features a higher resolution and a more responsive display than its predecessor.

**Enhanced Display Feedback:** On-screen content is now displayed in full, making it easier than ever to view features, browse board history, and program valve settings accurately.

**Scrolling Dealer Marquee:** The Dot Matrix display's increased visual capabilities allow for the option of a scrolling dealer name and phone number on the general display of the valve. This display alternates with the general Time Of Day screen, giving the homeowner immediate access without needing to press buttons on the valve.

**New Relay Trigger:** The addition of a relay trigger on the board offers more flexibility and customization options for you and your customers. Possibilities include the installation of additional electronics, such as feed pumps.

**Backlit Display:** Updated Impression Plus boards feature a crisp backlit display, allowing for readability in low-light situations.

SET	HARDNESS	20
Previous Board		
WATER	HARDNESS	
SET		20 GR
Updated Board		

## WELCOME ABOARD!

New faces at Water-Right



**Zachary Schake, Production Associate**

Water-Right welcomed Zach to the team in February as part of the production line assembling tanks. He enjoys the team he is a part of and the variety of duties each day brings. He was previously enrolled in medical school before starting at Water-Right. He spends most of his time playing volleyball, basketball and watching movies. Zach has already been a valuable asset to the team and we look forward to working with him.



**Darius Denil, Customer Service**

Water-Right welcomed Darius to the Customer Service team in March. He likes the family-owned friendly atmosphere. When he is outside the office, he enjoys building computers which he has been doing since the age of 14. He previously managed a McDonald's for 5 years before joining Water-Right. He also enjoys football, basketball, music and hanging out with his friends. Welcome to the Water-Right team Darius!



Start Using the Power of Facebook to Sell your Products and Services!

**Did you know that your Facebook page can teach you more about your target audience?** Having a Facebook page for your business gives you a way to talk to and get direct feedback from your target audience. Think of it like an ongoing focus group. Your fans are there because they are aware of your company, and want to learn more. While they are certainly expecting to receive useful information from your Facebook page, you can also be collecting useful information from them through their participation.

**A Facebook page gives you a chance to "humanize" your company.** Social connections and genuine communication are integral parts of social media, and a Facebook page for your business gives you a unique opportunity to attach a face, name, and personality to your brand. While your Facebook page may be representative of your company, it also allows you to show the human side of your business through one-on-one conversations, personal tidbits, and non-business interaction.



Social Media Shareable for Facebook, Found in the "Dealer Log-In" Section of [water-right.com](http://water-right.com)



## Dear Water-Right Dealer,



As another school season comes to a close in April, we appreciate those of you who joined us in this last year's school season. We have very exciting news for those of you looking to join us during the 2018-19 season. Water-Right has always taken pride in our educational programs that we have made available to our customers over the years. Starting this October, Water-Right Schools will be following a new format to meet the changing needs of the dealer. As your customer's awareness and needs continue to change, we thought it would be a good time to shape our training to meet the demands of the dealer in the marketplace.

Our new format will focus on problem/solution based educational programs. Starting with a program addressing general water chemistry and the problems associated with it, all the way through the well to the plumbing system. Students will also be introduced to our laboratory, Clean Water Testing and the primary contaminants they test for as well as the services they can provide. Classes then shift to product based instruction that address problem water and how the product line provides a solution. Students will be educated on the specific product lines that we offer from: how the product works, features and benefits, proper application, testing, sizing, programming, installation and service. We will highlight the website and the resources available to the dealer along with social media shareables. An In Home Sales program is available for those of you starting in sales, or for experienced salespeople/technician looking to sharpen their skills.



Breakout Session: Impression Plus Teardown



Greg Gruett reviewing the characteristics of pH

For those of you joining us, we will be following a new time format as well. Classes will begin on the Tuesday of School at 12:00 for a luncheon and wrap up by 2:30 on Thursday. Water-Right facility tours will be available before and after the school.

We look forward to seeing you in October!

*Mark Selvig*  
Regional Sales Manager

## Continuing Your Education



Training is more important than ever in the water treatment industry. Continuing education helps inform contractors of upcoming changes, innovations, code issues and industry standards.

Technology is advancing and contractors need to know how to install and service all products. New

technologies are being introduced and as consumers become more aware of these options, they expect their contractors to be experts when coming into their home or business. Also, when new codes are being implemented, consumers expect contractors to be the source of knowledge.

Business methods are always evolving, so these professionals must continue to grow both their general business and technical skills. Use of online training tools, webinars and learning offerings are more common now, but in-person training continues to provide a powerful learning experience for attendees. One key advantage of the face-to-face school setting is that students get the opportunity to work side-by-side with skilled instructors, as well as other skilled labor colleagues in the same industry. In this environment, they also get the opportunity to learn from other people's success, mistakes, and avoid making those same mistakes themselves. Specific product training can be very beneficial especially when installing or servicing Water-Right products out in the field.

## Marketing Aids Available



water-right.com

To place an order for any of the above items, please call us at 1-800-777-1426 and ask for customer service or email [orders@water-right.com](mailto:orders@water-right.com). Please visit our Dealer Login area of [www.water-right.com](http://www.water-right.com).

## Five reasons for spending Ten

by Vicki Andersen, Associate Brand Manager

**5 reasons why you should start shelling out \$10 per week for Facebook advertising:**

- 1. High quality traffic** - With Facebook's advanced targeting options, you have the ability to drive people to your website who will be interested in your products and/or services.
- 2. More chatter** - What happens when your Facebook posts reach more people and start to get shared by your audience? More people will talk about your brand! Just look at the comments the next time you make a \$10 promoted post.
- 3. Social shares** - With a greater reach and more visibility, your brand will start to receive more exposure in the news feed and more people will share your content.
- 4. More sales** - Some people might have a simple goal of driving more traffic to a blog while others might go more in-depth trying to generate sales from social. Try promoting a special offer to just your Facebook fans for \$10 and start tracking the sales.
- 5. Better content** - Focus on promoting just one piece of content per week. Instead of making seven posts over the course of the week, if you put all of your energy into one post and promote/boost it so it can gain some traction, you will see much better results.





## On-Site Education: Coast Pump

by Brad Walsh, Regional Sales Manager

On March 6th and 7th Water-Right conducted water treatment training at a two-day Coast Pump University in Ocala, FL. Twenty water treatment professionals from across central and northern Florida attended the classes taught by Water-Right's President, Kurt Gruett. Other facilitators included Brad Walsh, a Regional Sales Manager for Water Right, and Mark Maddon and Dave Shaffer from Coast Pump. The topics covered at the school included hardness, tannin, iron, hydrogen sulfide, TDS, control valves, Crystal-Right media, social media resources, and POE system assembly. Though participants ranged from amateurs to 30-year industry veterans, all were engaged in the courses, shared experiences and challenges, and posed applicable questions. There is always something new to learn each and every



Kurt Gruett conducting an iron experiment



Kurt Gruett explaining the softener assembly process as a student loads resin into a new unit.

day in this industry. It is very easy in this industry to remain static and say "What could I learn? I have been doing this the same way for 30 years?" Classes like this Coast Pump University are a great investment that will pay dividends via less employee mistakes, increased productivity and happier customers. The networking opportunities and sidebar conversations with peers are often overlooked and add further value to the experience. Do your business and your customers a favor by taking part in educational opportunities to further or refresh your trade. Keep an eye out for other Water-Right classes in your area and take the time to attend or request one be held at your location.

## Gruett GROANER

A young executive is leaving the office late one evening when he finds the CEO standing in front of a shredder with a piece of paper in his hand. "Listen," said the CEO, "this is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work for me?" "Certainly," the young executive says. He turns the machine on, inserts the paper, and presses the start button. "Excellent, excellent!" says the CEO as his paper disappears inside the machine. "I just need one copy."



## Company Spotlight: Top Distributor Basket

**Water-Right introduced a newly designed top distributor basket on March 1, 2018.** This update was initially designed with air filtration systems in mind, however, its versatility lends it to other applications as well.



### Key Features of the Distributor Basket Update:

**Better Water Flow and Distribution During Service:** The new slot design is configured so that contact with air is increased as the water hits the smaller slots and disperses throughout the tank. This will lead to better oxidation of the water and precipitation of the oxidizable contaminants.

**Better Backwashing Without "Plugging" the Top Screen:** The improved slot configuration is designed to have wider slots at the top of the basket that will allow larger precipitates to be backwashed out without plugging the upper basket. This type of plugging has been a common service issue with the existing basket, especially in warmer waters. With this redesign, we anticipate that service calls for the top screen in air systems will greatly decrease when this basket is used properly and start-up procedures are adhered to.

**CAUTION:** It is critical to follow proper start up procedures with this new basket installed. If the system is started too quickly in the backwash position, or if the medias are not "soaked" properly, some media types could be forced through the larger slots. This may result in damage to the ring/seal cartridge, the DLFC becoming plugged or allowing media flow to drain. Please refer to manual for Media pre-soak times before start-up. For any questions regarding this updated part, please call technical service at (800)-777-1426 or contact your regional sales manager.

## Tech Tips

### Water-Right Boards Pick Up Color Coding:

by Kirk Guthrie,  
Technical Services Manager

As production continues into the spring and summer you will begin seeing the addition of color to the Water-Right circuit boards. This enhancement will make connections to the board much easier to identify for the installers. Color will be added to the external devices connections making those easier to identify. The connections on the board will change but the "cord" connections will remain white. The changes include the communication port which will be "red", the DP switch (input) connector will be "orange", and the MAV 1 (drive 1) connector will be "brown". With normal single softener installations the connectors will remain white.

When you are installing alternating softeners, installing NHWBP's, or utilizing differential pressure switches the color coding will make identifying the connections easier for the installer.

Dealers can also expect to see these color enhancements on the "CustomCare" commercial equipment in the near future.

If you have any questions on this rolling change, please contact Technical Support at 800-777-1426.



Impression Plus



Sanitizer Plus



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APPLETON, WISCONSIN 54914

1.800.777.1426 | [water-right.com](http://water-right.com)  
Company website: [water-rightgroup.com](http://water-rightgroup.com)



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

# COAST PUMP On-Site Education



## Kurt's CORNER

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

Employee	Years
Kurt Gruett . . . . .	35
Greg Gruett . . . . .	34
Derick Wasinger . . . . .	20
Whitney Kilpatrick . . . . .	19
Chris Schwersenska . . . . .	19
Nayana Patel . . . . .	17
Mike Hanten . . . . .	14
James Dewey . . . . .	12
Randy Perra . . . . .	12
Chris Degroot . . . . .	10
Joel Rinne . . . . .	9
Luke Java . . . . .	7
Mary Kay Maigatter . . . . .	6
Matt Neville . . . . .	5
Randy Seyler . . . . .	5
Greg Griesbach . . . . .	3
Carmen Bump . . . . .	2
Dan Lenzner . . . . .	2
Bradly Walsh . . . . .	1

## Upcoming Events & Conventions

May 2018		
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
June		
3-7	Association of American State Geologists (AASG)	Rehoboth Beach, DE
5	World Environment Day	
July		
28-30	South Atlantic Jubilee	Myrtle Beach, NC

[www.water-right.com](http://www.water-right.com)