

March 22, 2022

Hello Water-Right Group customers,

For those of you that I have not had the pleasure of meeting yet, I'll start by introducing myself. I'm Mike Hanten and I've been with Water-Right for eighteen years overseeing the Clean Water Testing lab and the Clean Water Center local dealership we have here in Appleton.

As of January this year, I have officially taken on the role of the Director of Operations at Water-Right to oversee the production facility as Kurt Gruett steps into a larger role in the A. O. Smith Water Treatment division. Don't worry – Kurt, Guy, and Greg are still very much a part of Water-Right providing guidance and insight daily! We are to a point in our growth that responsibilities have shifted enough to warrant additional help running the day-to-day operations here and I am excited to join the lineup.

Together, we continue to invest, adapt, and improve Water-Right to provide a solid foundation for that growth. I am very proud to say that we have promoted a total of 15 employees since January 1st who have all done a fantastic job stepping up to lead us to a very positive future. We have also hired many new faces over the last three months, with even more new additions coming, to build out the Water-Right team beyond what we have today.

The growth of our teams, along with other strategic improvements, is helping us focus on producing more product on a daily basis. Our production team is stronger than ever and for the first time in 12 months, they are assembling our units faster than new orders are coming in. What does that mean for our lead times? Right now, it is still 60 business days (12 weeks). I know it is asking a lot, but please continue to plan on that window for now. We are often meeting or beating the anticipated delivery dates in most cases, which is extremely encouraging that we could be looking at a new trend.

Our goal is to have a more manageable lead time, but it is going to take time for us to fully guarantee a shorter window as the demand for water treatment remains high across the industry. This means our supply chain struggles remain and component shortages still exist, limiting what we can produce each day. We appreciate your patience and understanding as we continue to find the best way to get you what you need given the resources we are able to secure from our vendors.

The Customer Service team has also been revamped to better serve you. So, if you have any questions or concerns about your current orders, please do not hesitate to give them a call. **You will still be required to place all orders via email or at www.water-rightgroup.com/order**, but they are available to help review the orders you have already placed if you think you have too many or not enough in queue.

Please watch for more communications in the future as we provide you the updates and improvements we continue to make at Water-Right. As always, we want to remain open and honest with all of our customers so you have the proper information needed to run your business successfully.

Finally, I would like to say **THANK YOU** to all of you! Water-Right can honestly say that we have the best partners in the industry, and I look forward to seeing some of you at the WQA Expo next month or hopefully at some other event very soon.



Thank you,

A handwritten signature in black ink, appearing to read "Mike Hanten". The signature is fluid and cursive.

Mike Hanten,
Director of Operations

Water-RightGroup.com

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