

For Immediate Release

Water-Right® Launches New Corporate Website

New Website Reflects Company's Brand Position and Industry Innovations

Appleton, Wis. (March 21, 2016) – The Water-Right® Group is pleased to announce the launch of its new corporate website (Water-RightGroup.com). The website was built to share information about Water-Right's history, company growth, innovations, and thought leadership in the water treatment industry.

"The new Water-Right Group website reflects our growth, evolution, and long history in the industry," says Kurt Gruett, Water-Right president. "It allows us to educate everyone about water purification, which is our passion. We want to make it easy for industry professionals and consumers to satisfy today's demand for the highest water quality possible."

The website allows Water-Right® to better articulate its five brands: Sanitizer Plus®, Impression Series®, WaterCare®, Evolve®, and CustomCare®. It also showcases Water-Right's three affiliated companies, including Mineral-Right®, Clean Water Testing, and Water-Right Services.

The website also includes a blog with information about company innovations and industry news. Articles are published regularly to inform industry professionals and consumers about water usage, safety, tips, and purification that support the Water-Right® mission to ensure people have the "right water for life."

About Water-Right, Inc

Water-Right® has been manufacturing water treatment systems for residential and commercial applications since 1963. They support a factory-trained, nationwide network of water treatment professionals, wholesalers, and distributors, including a growing international market. Water-Right® is proud to manufacture all its products in the United States. Visit www.water-rightgroup.com for more.

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