



Water-RightGroup.com

“When we begin each day with a passion to innovate, we can stretch beyond common methods, share insight through education, and develop highly effective—and clearly different—water treatment solutions.”

—Glenn Gruett, Founder of Water-Right

Water treatment expertise with Water-Right® clearly leading the way.

Water is life.

We rely on it each day for our most basic activities, from drinking to cleaning to bathing. However, keeping water clean and safe is becoming increasingly challenging. Water-Right develops the finest water treatment systems, making it easy for industry professionals to satisfy today's demand for the highest quality water. Water-Right manufactures multiple brands for different segments of the market to fulfill the needs of our professional independent dealers, wholesalers, plumbing, pump, and well drilling channels.

Water-Right's mission also embraces a strong educational focus. Our schools and regional dealer training are designed to strengthen our dealer expertise in solving water quality problems with the right equipment the first time.



The cleanest zeolite.

Mineral-Right, producers of Crystal-Right™, continues to give Water-Right a competitive advantage in the industry. Crystal-Right media, used in the water treatment industry, is a custom-engineered silica crystal that outperforms conventional medias for removal of hardness, iron, and manganese ... all in a single pass. In addition, Crystal-Right effectively balances pH levels of acidic water and reduces ammonia.





Water-Right Brands



water-right.com

The Sanitizer® Plus features self-chlorinating technology that is distributed through the plumbing and well drilling trades. These systems perform like three units in one, while controlling odors. The Sanitizer Plus is ideal for problem well water.



water-right.com

Water-Right's Impression® brand is a line of softeners, filters, and drinking water systems available through the plumbing and well drilling trades. This dependable brand is broad enough to treat any water problem; municipal or well.



customcarewater.com

CustomCare® systems are expertly designed for commercial applications. In addition to softeners, filtration systems, membrane filtration systems, and dealkalizers, Water-Right can engineer a solution to meet any of today's commercial and industrial water treatment demands.

Independent Dealer Brands



watercare.com

A complete line of water conditioners, softeners, whole home filtration, drinking water systems, and specialty products sold through professional dealers. WaterCare® makes water more efficient for homes, gives appliances longer life cycles, and saves money. This brand has been trusted for over 50 years.



evolveseries.com

Our newest professional dealer brand boasts the highest levels of performance and versatility for today's demanding home water treatment needs. Evolve® water treatment systems deliver peace-of-mind for homeowners while being gentle on a home's plumbing and fixtures.

Affiliated Companies



mineral-right.com

Mineral-Right® was established in Phillipsburg, Kansas, in 1985 after Glenn Gruett purchased the world's last remaining zeolite manufacturing company. Today, this custom-built facility produces the only synthetic zeolite crystal, Crystal-Right™.



Crystal-Right media is a brand of Mineral-Right. It is a custom-engineered sodium aluminosilicate zeolite that removes hardness, iron, and manganese, reduces ammonia, and raises pH levels of slightly acidic water, in a single pass. Created exclusively by Mineral-Right, this synthetic crystal provides better and faster filtering without loss of media.



cleanwatertesting.com

Water quality concerns? Our state-of-the-art lab can solve your problems. A state-certified, independent water laboratory provides a detailed report on anything that can affect health and water quality. Nothing feels as good as knowing you're providing safe, clean water.



Water-Right Services is a retail division that sells the Evolve and CustomCare brands. This company, located in Appleton Wisconsin, gives Water-Right Group valuable first-hand knowledge and experience in the retail environment.

Water-Right®—The Right Water for Life.

From our humble beginnings in a one-bedroom, single-car garage home in Appleton, Wisconsin, we've grown to support a factory-trained, nationwide network of wholesalers, distributors, and water treatment professionals, including a growing international customer base.

Since 1963, we have proudly engineered, designed, and manufactured all of our water treatment equipment in the U.S.A.

Water-Right pride begins at home and extends around the globe:

- A complete line of innovative water treatment products
- High-tech electronics that provide convenient, comprehensive, and smart systems
- Efficiency and flexibility that satisfy today's water demands
- Second-to-none customer service teams
- Knowledgeable and friendly field representatives with an average of 20 years of industry experience
- Marketing support



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