

For Immediate Release
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Water-Right® Hires Vicki Andersen as Associate Brand Manager

Appleton, Wis. – Water-Right®, a leading independent original equipment manufacturer (OEM) in the water treatment industry, announces the hire of Vicki Andersen as associate brand manager.

Andersen assists in marketing efforts, and upholding positive brand images and long-term strategy for Water-Right® wholesale product lines, including the Sanitizer® and Impression® brands.

“I am excited to be a member of the Water-Right® team and work to ensure aligned brand strategy and consistency,” Andersen said. “Helping accurately portray brand identity further strengthens Water-Right’s product mix while also improving our bottom line.”

Andersen brings nearly 20 years experience maintaining brand identities for a variety of OEM companies, including Briggs & Stratton and Pentair. She earned a degree in graphic design from the Milwaukee Institute of Art & Design.

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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 additional information.

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