



A CLEAR DIFFERENCE A CLEAR LEADER

For Immediate Release
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Water-Right® Launches Two New Websites *Evolve® and WaterCare® branded websites receive an upgrade*

Appleton, Wis. – [Water-Right®](#), a leading independent original equipment manufacturer (OEM) in the water treatment industry, is excited to announce the release of their new [WaterCare®](#) and [Evolve®](#) product websites. The Evolve and WaterCare branded line of softeners, filters, conditioners and drinking water systems are sold exclusively to their authorized water treatment dealers throughout the U.S.

The websites' new designs and layouts can be seen at [www.WaterCare.com](#) and [www.EvolveSeries.com](#). The refresh offers features both beneficial to their dealers and homeowners who want to know more about the products. While the concepts are mainly consumer-focused, water treatment dealers can appreciate what they have to offer as well.

Each homepage displays a stunning video to catch the viewer's attention and gives the page a modern feel while maintaining a visual of the company's mission – to provide quality water to the home.

Product pages are highly informative and well-organized. The easy-to-navigate menus are suited for homeowners to quickly and easily look through products, no matter their knowledge level of water treatment. Product reviews are a major addition that accommodate today's consumer habits. Through a five-star scale and comment section, homeowners doing research can see what others are saying about the products and leave their own review if they have a unit in their home. The product pages are also a great resource for manuals, spec sheets and brochures.

Water-Right prides themselves on creating state-of-the-art equipment that is housed in the Evolve and WaterCare product lines. Each innovative feature has its own landing page that explains what makes the product line unique from traditional softeners. Consumers can learn more about their Water Efficient Technology (W.E.T.) or read about Wripli™, the company's recent WiFi innovation. Other feature pages include: salt monitor, Crystal-Right™, chlorine generator, inch worm and ozone generator.

Each website will include ongoing updates to include informative, consumer-targeted content through their dedicated blog and video library areas. The new platform will bring a new, flexible way for Water-Right to provide educational resources to help promote their products.

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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.

Photos are available for media use here.

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