

Since the start of Water-Right®,  
we've been driven by simple, yet  
profoundly important, values.

*pushing innovation*

*embracing a strong  
educational focus*

*celebrating the  
power of people*

*developing new  
patented technology*

*enhancing our  
water testing capabilities*

*creating highly effective  
water treatment solutions*



**A CLEAR  
DIFFERENCE**  
A CLEAR  
LEADER



Water-RightGroup.com  
800-777-1426



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## A foundation of integrity.

From our humble beginnings, our family-owned and operated businesses have never relied on shortcuts. From the start, we've taken time to do things the right way. Countless hours of research and planning have built a company that not only advances quality water treatment techniques, but expands the overall knowledge base with dealers and distributors. Why? Because we believe our ultimate mission is to educate, not to sell.

We've pushed the boundaries, making good products better, and we've pioneered many innovative breakthroughs along the way. Over time, our commitment has allowed us to offer industry-leading technology, forge trusting and long-lasting customer relationships, and expand product lines, backing them with dependable support. Throughout it all, we've remained dedicated to the most important factors in Water-Right's success, our people and our customers.

*“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

going *beyond*  
conventional  
thinking

Water-Right®—The Right Water for Life.

From our humble beginnings in that 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 the beginning, 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

1963

Water-Right, Inc. is founded in a modest single-car garage. The only bedroom home served as the office.

1963

Introduction of Water-Right's first proprietary automatic control valve for use in "problem water."

1967

Kretchmer-Tredway, Dubuque, IA, is appointed Water-Right's first plumbing distributor.



creating *highly effective*  
water treatment solutions

## 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 helps by developing 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 to 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.



#### Water-Right Brands



**water-right.com**

A water conditioning brand, the Sanitizer® features self-chlorinating technology that is distributed through the plumbing and well drilling trades. The Sanitizer water conditioning systems perform like three units in one, while controlling odors. The Sanitizer 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 making life better for families 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 located in Appleton, Wisconsin, that sells the Evolve and CustomCare brands. This company gives Water-Right Group valuable first-hand knowledge and experience in the retail environment.

1985

Purchased a synthetic zeolite crystal manufacturer; plant is moved to Kansas, and Mineral-Right is formed.

1993

First chlorine generator produced by Water-Right for treatment applications.

1996

Mineral-Right ships its first container-load of Crystal-Right™ to a foreign country.

1998

Water-Right introduces the Sanitizer Series® to the U.S. and International markets.

2003

Water-Right purchases Clean Water Testing, a state-certified lab specializing in comprehensive water testing services.



## Mineral-Right®— a product of our visionary thinking

Innovation propels our organization forward. The story of Mineral-Right is a testament to this drive to develop solutions that shape water treatment and other industries, too.

Mineral Right, located in Phillipsburg, Kansas, is an established manufacturer of sodium aluminosilicate zeolite, which are produced for the water treatment, petroleum, and odor removal industries. Crystal-Right™ media, used in the water treatment industry, is a silica crystal that outperforms conventional medias for removal of hardness, iron, and manganese ... all in a single pass. In addition, these custom-engineered crystals effectively balance pH levels of acidic water and reduce ammonia.

Manufactured in the U.S. exclusively for water treatment systems, Crystal-Right is sold through exclusive distribution agreements throughout the world. And to this day, Mineral-Right remains the only synthetic zeolite producer in the world for water treatment. Mineral-Right continues to give Water-Right a competitive advantage in the industry.

### Beyond water treatment.

Crystal-Right is also used in the petroleum industry to remove unwanted contaminants from specific fuels. With its ability to absorb, Crystal-Right is used to remove odors from surrounding environments. Today, Crystal-Right is now being considered for use in various medical initiatives.

*pushing  
innovation*

## Clean Water Testing— a commitment to clear water

Our state-certified, independent lab specializing in water testing is truly unique to Water-Right. Clean Water Testing provides complete water testing services for residential, commercial, and industrial customers. From a simple bacteria test on well water to testing for contamination in water and soil, our lab helps you troubleshoot issues to provide the cleanest, safest water possible.

Several levels of water analyses are available. A basic analysis will detect the presence of non-harmful contaminants such as hardness, iron, and manganese. A broad spectrum analysis determines the presence of various inorganics (lead, copper, arsenic, etc.), bacteria including coliform and E-coli, as well as a variety of volatile organic compounds (VOC) that can affect health.

You have access to our state-of-the-art lab, allowing you to solve even the most puzzling water problems. This results in a positive solution that you'll share with customers, further establishing your credibility.

2008

Water-Right introduces Evolve®, a brand of equipment sold exclusively through independent water treatment professionals.

2010

WaterCare Corporation is purchased; adding another independent brand to our product offering.

2013

CustomCare Water Technologies is purchased and transitioned into a Water-Right brand, serving commercial and industrial water treatment needs.

2014

Water-Right completed a facility expansion of offices and manufacturing space. This additional space streamlined department communication while allowing for future needs.

The Future

Staying on the forefront of the water treatment industry, discovering new technologies, and making a clear difference for customers and dealers worldwide.