

For Immediate Release

## Water-Right Ushers In New Trades-Focused Website

**APPLETON, Wis. (June 1, 2016)** – Water treatment system manufacturer, Water-Right, Inc., is excited to announce that its new, complete dealer-resource website, [water-right.com](http://water-right.com), is now live.

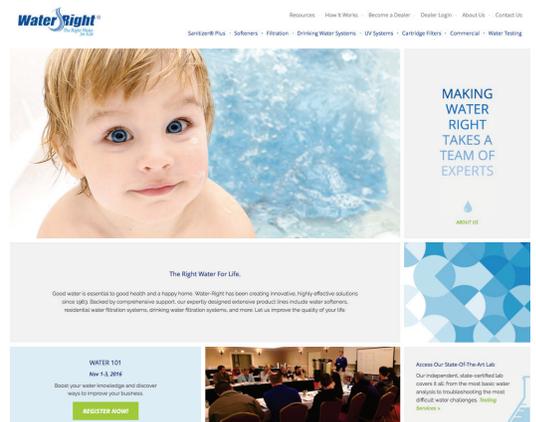
The [website](#) features a redesign and layout of Water-Right's brands catered towards well-drilling, wholesale and plumbing trades. The new site is mobile friendly which will help dealers and service techs in the field.

Brochures, full product manuals and specification sheets are now available, as well as a dealer login that houses an extensive resource center. This includes access to industry newsletters, marketing and advertising support, photography and product bulletins/updates.

Users will also notice a fresh, new look for Water-Right's Impression and Sanitizer Plus brands – including logos, brochures, unit labeling and marketing support materials. The product and electronics remain the same.

“Water-Right has always put our customers first, providing them with state-of-the-art technology and products not found among our competitors,” says Sara Schmidt, Water-Right Associate Brand Manager. “Our new Water-Right website is evolving and will now be a streamlined portal for our clients to utilize. It captures the essence of our updated [Impression](#) and [Sanitizer Plus](#) brands, and offers in-depth product information in an online format.”

The Water-Right website also features information regarding its state-certified independent water laboratory, [Clean Water Testing, LLC.](#), and upcoming Water-Right schools, [events and training seminars](#).



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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, distributors, including a growing international market. Water-Right is proud to manufacture all its products in the United States. Visit [www.water-rightgroup.com](http://www.water-rightgroup.com) for more information about their history, growth and thought leadership in the industry..

Photo: 300 DPI image attached

Caption: New Water-Right Website

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