

**For Immediate Release
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Water-Right Announces Impression Series and Impression Plus Series Updates

Updated display boards offer a higher resolution screen and friendlier customer experiences

Appleton, Wis. – [Water-Right®](#), a leading independent original equipment manufacturer (OEM) in the water treatment industry, is proud to announce updates to the [Impression Series®](#) and [Impression Plus Series®](#) display boards, enhancing both product lines with new options including a LCD Dot-Matrix display. In an ongoing effort by Water-Right to innovate and improve water system offerings, the updated displays include features specifically requested by customers.

New features have been extensively tested in the field and include:

LCD Dot-Matrix Display

The updated LCD Dot-Matrix display includes a higher resolution and more responsive screen, which makes it more user-friendly and easier to read.

Enhanced Display Feedback

With enhanced display feedback, content is now displayed on screen in full, making it easier for customers to view features, browse board history and accurately program valve settings.

Scrolling Dealer Marquee

The improved display allows for the addition of a scrolling dealer name and phone number on the general valve display that alternates with the time of day. This allows customers to have easy and immediate access to contact information without needing to press buttons.

New Relay Trigger

The addition of a relay trigger gives customers more flexibility and customization options, such as the installation of feed pumps and other electronics.

Backlit Display

Updated Impression Plus Series® boards feature a crisp backlit display, allowing for greater readability in low-light situations.

The updated display boards will begin to rollout in late February and early March. For additional information, contact a Water-Right regional sales manager, call Water-Right at 800-777-1426 or visit [water-right.com](#).

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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.



A CLEAR DIFFERENCE A CLEAR LEADER

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