

For Immediate Release
July 23, 2019

Water-Right[®] Announces Melanie Jayjack as Marketing Manager
Jayjack advances on the marketing team after five years with the company

APPLETON, Wis. –[Water-Right[®]](#), a leading independent original equipment manufacturer (OEM) in the water treatment industry, is proud to announce the promotion of Melanie Jayjack as the organization’s marketing manager. Jayjack was previously the brand manager for Water-Right[®] and will continue to use her skills to progress the marketing team.

“Melanie has shown her work ethic and leadership skills and has transformed our marketing team into the success it is today,” said Luke Java, director of sales and marketing. “She began at Water-Right[®] five years ago and has stepped up in every circumstance to unselfishly get the job done. We are thrilled to see Melanie take on this new role and continue to grow our marketing efforts.”

Jayjack will now be responsible for high-level duties, which have become an essential part of the Water-Right[®] marketing team. She will manage the core branded channels and the “Go to Market” planning through wholesale distribution, [Clear Choice Water Group](#) and [CustomCare[®]](#). She continues to use her skills to provide for customers and lead the rest of the marketing team.

Christine Van Sickle will now assume the position of brand manager at the organization. Van Sickle will provide support to the [Evolve[®]](#) and [WaterCare[®]](#) brands, including website and social media. She will work with the team to develop brand plans and strategies and provide support to professional dealers through product advertising.

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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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