

**For Immediate Release**  
**Nov. 25, 2018**

**Water-Right® Announces Expansion of Wripli® Wi-Fi Platform**  
*Platform Now Includes Filtration Products Within Evolve® and WaterCare® Brands*

**Appleton, Wis.** – [Water-Right®](#), a leading independent original equipment manufacturer (OEM) in the water treatment industry, is proud to announce the expansion of the [Wripli™](#) Wi-Fi platform to include filtration products within the [Evolve®](#) and [WaterCare®](#) brands.

Following its release on select models of Evolve® and WaterCare® softener and conditioner units in the summer of 2018, the Wripli platform has grown exponentially as more and more water treatment dealers embrace the benefits that Wi-Fi integration brings.

“It’s been an exciting year for Wripli. The response from our dealers and end-users has been fantastic,” said Kurt Gruett, president of Water-Right, Inc. “It’s been a good learning experience for us too. Seeing some of the creative ways that our dealers and customers are using the functionality within Wripli has provided us valuable ideas for how to continue to expand and support the platform going forward.”

The Wripli Wi-Fi platform connects water treatment units to the internet, giving homeowners access to detailed statistics regarding water-usage, regeneration information, and more. Additionally, Wripli gives dealers and installers the ability to have immediate, visual access to deep programming parameters on the valve, making it easier to initially set-up units in the field as well as being able to troubleshoot problems remotely.

The transition to bringing filters to Wripli offers even more opportunities for the platform. “Adding filters was the logical next step,” continues Gruett. “We took our time with the initial release, making sure that everything worked right the first time. We spent the last sixteen months collecting feedback from our users, addressing any bugs that came up, and adding new functionality to the website and mobile app. I’m confident that we’re ready to roll this out to more products and provide our dealers with even more opportunities to grow their business.”

The Wi-Fi platform is currently available on select softener, conditioner, and filter models in the Water-Care® and Evolve® product lines. For additional information, contact a Water-Right regional sales manager, call Water-Right at 800-777-1426, or visit <http://www.water-rightgroup.com/>.

**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](http://www.water-rightgroup.com) for additional information.



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