



**Solutions for all of your  
household water problems.**

# Water-Right History

**1963**

Water-Right, Inc., a family business, is founded in a modest, single car garage and introduced their first proprietary automatic control valve.



**1967**

Acquired first plumbing wholesale distributor, Kretchmer-Tredway in Iowa.

**1971**

Purchased first airplane to service customers more quickly. This opened many opportunities for growth.



**1972**

Created own branded valve cover.

**1985**

Purchased zeolite crystal plant and relocated it to Kansas. The Mineral-Right company is formed.



**1993**

Water-Right produces the first chlorine generator for treatment applications.

**1998**

Sanitizer Series® introduced as the only softener to create free chlorine from the brine water.

**2008**

Sanitizer Plus Series® introduced.

**2013**

Purchased CustomCare® and transitioned in a Water-Right brand to service commercial and industrial water treatment.

**2014**

Expands current office, manufacturing complex, and warehousing capacity, while continuing to remain a family business.



# Hydrological Cycle



# Hardness



*Hard water vs. Conditioned water*



*Makes soap less effective and water harder to clean with*



*Causes appliances to wear out quicker*



*5 grains per gallon (gpg) of hardness is equal to one aspirin per gallon of water*



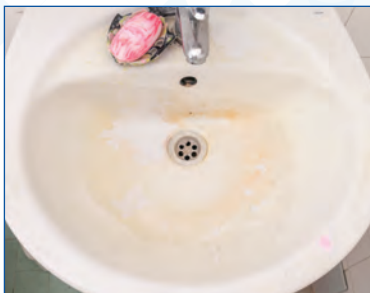
*Causes scale buildup  
(10 years on water with 18 gpg)*



## EPA Suggested Standards:

0-3 gpg	Soft
3-6 gpg	Moderately Hard
6-9 gpg	Hard
9+ gpg	Extremely Hard

# Iron



*Causes laundry staining*



*Causes red staining on fixtures  
and gives water a reddish tint*



*Metallic taste*



**EPA Suggested Standard:**

Less than .3 ppm

# Manganese



*Causes brown/black buildup in dishwashers*



*Causes laundry staining*



*Causes brown staining on dishes*



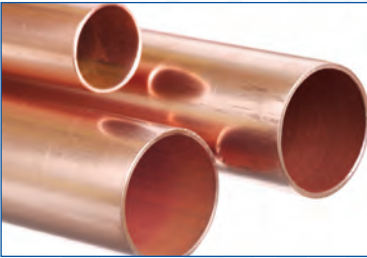
*Metallic taste*



**EPA Suggested Standard:**

Less than .05 ppm

# pH/Acid



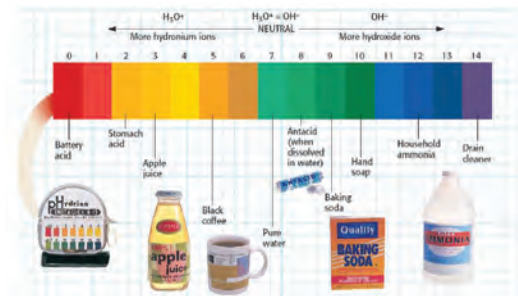
*Causes corrosion in pipes*



*Bitter taste*



*Causes blue-green staining*



**EPA Suggested Standard:**

Less than 6.8 ppm

# Sulfur



*Foul smelling water*



*Foul taste*



*"Rotten egg" odor*



**Suggested Standard:**

Trace amounts offensive



# Chlorine



*Most commonly found in city water*

*While it is necessary for water to be chlorinated to travel through pipes, chlorination is not necessary for drinking or use in the home.*



*Chlorine dries out skin*



*"Pool-like" smell/taste*



*A foul odor, or an excessive chlorine smell*



**EPA Suggested Standard:**

Minimum of .5 ppm

# Lead



*Almost half of America's water infrastructure is considered in poor condition and in dire need of updating their decaying, brittle water systems.*

*Failing conditions have resulted in shortages of clean water that affect the health and safety of the public.*



*Microbial Cysts like Giardia and Cryptosporidium can survive in cold water for several months, and can be resistant to disinfection, like chlorine, so they must be filtered out of the water supply.*



**EPA Suggested Standard:**

Minimum of 15 ppb

# Lead

*Soluble lead is invisible, odorless, tasteless, and needs to be chemically removed from water.*

*Particulate lead is like a tiny grain of sand that needs to be physically removed from water.*



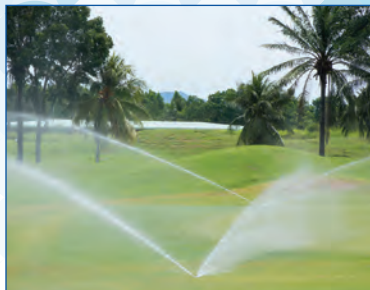
*Microbial Cysts like Giardia and Cryptosporidium can survive in cold water for several months, and can be resistant to disinfection, like chlorine, so they must be filtered out of the water supply.*



**EPA Suggested Standard:**

Minimum of 15 ppb

# Nitrates



*Caused by fertilizers*



*Caused by agriculture run-off*



*How safe is your water?*



**EPA Suggested Standard:**

10 ppm or less

*TDS - Total Dissolved Solids  
(Everything that is not water)*

# TDS



*Drinking water alternatives can be  
expensive monthly or daily reoccurring costs,  
as well as hurtful to the environment.*



# Cost Justification

*Between 17¢ and 20¢\* of every dollar is spent at the supermarket on cleaning products!*

Weekly Food Bill	Weekly Cleaning Products @ 18.5%	Monthly Cleaning Products @ 18.5%	1 Year Cleaning Products @ 18.5%	3 Year Cleaning Products @ 18.5%	4 Year Cleaning Products @ 18.5%	5 Year Cleaning Products @ 18.5%
\$25.00	\$4.62	\$19.08	\$240.24	\$720.72	\$960.96	\$1,201.20
\$50.00	\$9.25	\$38.20	\$481.00	\$1,443.00	\$1,924.00	\$2,405.00
\$75.00	\$13.88	\$57.32	\$721.76	\$2,165.28	\$2,887.04	\$3,606.80
\$100.00	\$18.50	\$76.40	\$962.00	\$2,886.00	\$3,848.00	\$4,810.00
\$125.00	\$23.12	\$95.49	\$1,202.24	\$3,606.72	\$4,808.96	\$6,011.20
\$150.00	\$27.75	\$114.60	\$1,443.00	\$4,329.00	\$5,772.00	\$7,215.00
\$175.00	\$32.37	\$133.69	\$1,683.24	\$5,049.72	\$6,732.96	\$8,416.20
\$200.00	\$37.00	\$152.81	\$1,924.00	\$5,772.00	\$7,696.00	\$9,620.00

Above figures are based on the present day cost of living.

\*Consumer Survey #278 - Orange County, CA



# Cost Justification

*Save 21% to 100% of additional raw water costs!*

Family of 4 Water Usage Average Water Hardness of 10 gpg	% Savings	\$ Savings
Coffee, Tea, Juice, Kool-Aid, Sugar, etc.	25%	\$3.00-8.00
Washable Clothing	33%	\$16.00-25.00
Washing Machines, Dishwashers, Water Heaters, etc.	50%	\$6.00-18.00
Energy (water heater & cooking)	21%-30%	\$8.00-11.00
Shaving Costs (blades, creams, etc.)	50%	\$2.00-4.00
Bottled Water	100%	Variable Cost
Plumbing	50%	Variable Cost
Hand Lotions, Bath Supplies	50-100%	Variable Cost



# Softener

*Model # IMP*

**IMPRESSION**  
A Water-Right Brand *Plus*

- Eliminates Hardness
- Saves up to 75% in cleaning products
- Less wear and tear on appliances
- Energy savings up to 29%
- Prevents scale build up





# Air Iron Filter

Model # IMPFE

**IMPRESSION**  
A Water-Right Brand *Plus*

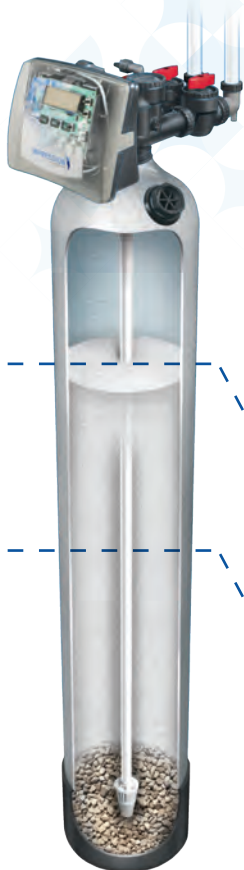


- Chemical Free
- Reduces iron
- Eliminates red staining on fixtures
- Cleaner clothing/no staining on laundry
- Reduces metallic taste from water
- Allows appliances to operate more efficiently

# Acid Neutralizer

Model # IMPBF

**IMPRESSION**  
A Water-Right Brand *Plus*



- Eliminates blue-green staining
- Protects plumbing from corrosion
- Fixtures stay cleaner longer

## Replacement Medias

pH between 6-7: 100% calcite

pH between 5.5-6: 80% calcite, 20% corosex

Because the media is sacrificial, additional media will need to be added over time for optimal unit performance.

*Media line when installed*

*Media line when more media needs to be added (about halfway)*

# Air Sulfur Filter

Model # IMPS

**IMPRESSION**  
A Water-Right Brand *Plus*



- Eliminates rotten egg odor and black specks in water
- Reduces foul taste from water
- Oxidizes hydrogen sulfide and sulfur gas

# Resin Carbon Filter

Model # IMPRC

**IMPRESSION**  
A Water-Right Brand *Plus*



**Two units in one:**

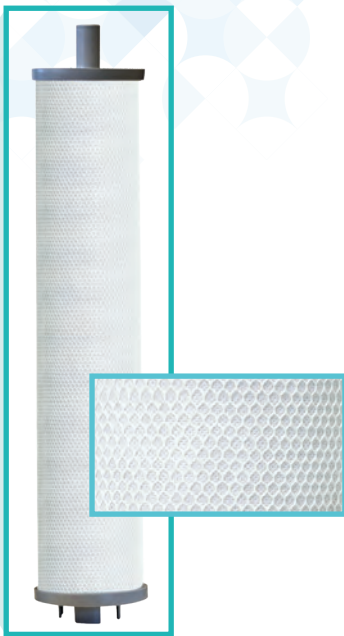
- Reduces hardness
- Reduction of chlorine odors and other unwanted tastes and smells in the water

# Cartridge Filter

Model # CW-840-1

**GNE**<sup>TM</sup>  
Water Filtration Simplified™

- Eliminates chlorine odors and other unwanted tastes and smells in water
- Easy, replaceable cartridge design
- Reduces particulates



# Cartridge Filter

Model # CW-840-PB

# GNE™

Water Filtration Simplified™

- Reduces heavy metals such as Lead
- Reduces Chlorine, Chloramine and Cysts
- Reduces bad taste and odors
- 100,000 gallons of contaminant free water
- .5 micron carbon block



*Install/replace from above with the removal of a patented snap-ring design.*



*Designed to reduce BOTH forms of lead contamination from the whole house in a single filter.*

# Reverse Osmosis

Model # IMRO

**IMPRESSION**  
A Water-Right Brand *Plus*

- Clean refreshing water right from the tap
- Eliminates the need for bottled water
- NSF Certified for removal of:
  - Lead
  - Arsenic
  - Nitrates
  - Chlorine



# Sanitizer

Model # ASP1/ASP2

**SANITIZER**  
A Water-Right Brand *Plus*

## Eliminates-

• Hardness

• Iron

• Manganese

• Acid/pH

• Sulfur

## - Four units in one

## - Sanitizer exclusives:

- Mineral-Right's media; Crystal-Right
- Self-diagnostics (low-salt indicator)
- Media cleans itself with every regeneration
- Learn more at [www.mineral-right.com](http://www.mineral-right.com)

