

COMPANY NEWS
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New Clean Water Center Opens in Fox Valley

Rural Residents Now Have a Single Resource to Address All Aspects of Water Quality.

According to the Wisconsin DNR, about two-thirds of Wisconsin's population drinks water drawn from over 750,000 private wells. While municipalities test their water daily to ensure that city inhabitants receive safe water, rural homeowners using wells do not have this safeguard.

Groundwater can become contaminated over time from natural sources, such as minerals or the erosion of natural deposits, or from unnatural sources such as landfill, manufacturing or farm field runoff. Contaminants can be present without ever being noticed by the look, taste or smell of the water. That's why many state and federal agencies, recommend that rural homeowners get their water tested at least once a year by a state-certified laboratory.

Businesses within the water treatment industry are just now starting to respond to this growing consumer need. One such business, the new **Clean Water Center**, is positioned as a true pioneer in this effort with the opening of a new facility in Appleton. The Clean Water Center is a one-stop consumer resource that goes beyond offering simple water treatment equipment. Within the new facility, three highly specialized firms are now available to provide consumers with extensive water testing services, well and septic inspections, equipment and water treatment solutions as well as expert water treatment consultation. All three businesses, previously operating as independent companies in the Fox Valley, now have expanded operations and services within the new center that will help consumers deal with water quality issues of any kind. The three companies include: Water-Right Services LLC, Clean Water Testing LLC, and Synergy LLC.

Water-Right Services, founded in 1963, specializes in treating problem water, typically well water with high levels of hardness, iron, sulfur, bad taste and odors, and/or other contaminants. The company is part of Water-Right, Inc. an Appleton-based manufacturer of unique water treatment systems providing patented technology to reduce iron and sulfur bacteria.

Water-Right Services, part of a national sales and service organization, provides water treatment systems with an exclusive man-made crystalline media which is marketed worldwide.

Founded in 1985, **Clean Water Testing** (CWT) is a state-certified lab specializing in water testing for residential, commercial and industrial needs. The high-tech lab tests water for virtually all non-organic contamination and has served customers throughout the Midwest (and soon North America). With the addition of CWT, the Clean Water Center has gained the ability to test for water impurities that can affect consumer health and safety such as coliform bacteria, E. coli bacteria, nitrate, fluoride, arsenic and lead. While many testing facilities require up to a week to analyze results, CWT provides test results within two to three days, allowing families to quickly address health and safety concerns to ensure their well being.

Synergy is an affiliated environmental lab specializing in volatile organic compound (VOC) testing. Founded in 2002, they test soil and water for virtually all organic contamination. The addition of Synergy to the Clean Water Center completes the circle of testing capabilities in order to provide residential, commercial and industrial customers with comprehensive solutions to their clean water needs.

The new Clean Water Center provides an integrated approach to testing and treating all types of problem water and has a staff of water experts that provides answers to testing and treatment questions and solutions to water problems. The Clean Water Center is located 3/4 mile West of Hwy 41 on Prospect Avenue in Appleton. Operating hours are Monday through Saturday. Test samples can be dropped off 24/7.

Contacts in the industry: Ph: 920-733-7590 • Fax: 920-733-0631

Michael Hanten

Clean Water Testing's Lab Director/General Manager graduated from the University of Wisconsin-Stevens Point with a bachelor's degree in Soil Science. Michael also pursued his Masters degree in Groundwater Resources from Stevens Point. Michael has previous experience with Brewbaker Soil and Septic Service, Stora Enso North America, Calumet County Land and Water Conservation Department, and the Department of Natural Resources. He is a Certified Soil Tester with the Department of Commerce, a Certified Operator and a Licensed Pump Installer, both with the Department of Natural Resources.

Bob Jewell

Clean Water Center's Retail Manager with 15 years design and installation of well water systems and 10 years design and installation of water treatment systems for the commercial, industrial and residential markets. Bob is a Master Plumber-Restricted and Licensed Pump Installer.

Caption: The new Clean Water Center at 1990 Prospect Court in Appleton; just off Prospect Avenue, 3/4 mile west of HWY 41

