



FOR IMMEDIATE RELEASE
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Water-Right Acquires State-Approved Test Lab

The acquisition of state-approved lab with 20 years of water testing experience will further support Water-Right's mission of providing quality water solutions.

(Appleton, Wis.) – With a corporate mission since 1963 to provide quality solutions to both residential and commercial customers, Water-Right, Inc. has engineered and manufactured water treatment systems that can be found today throughout the world. As of May 1, Water-Right's capabilities to meet the challenges of treating problem water will be enhanced even further with the acquisition of Clean Water Testing, Inc. (CWT), a state-certified laboratory with extensive water testing experience. Located in Appleton, Wisconsin, Clean Water Testing is recognized as one of the state's largest independent drinking water labs.

Clean Water Testing was founded by Michael D. Furstenberg in 1984 to serve residential customers in surrounding communities. Today CWT serves customers throughout Wisconsin, Minnesota and Illinois while supporting three other laboratories, one in each of the same states. CWT has historically provided water quality testing for: well drillers, pump installers, private homeowners, realtors, municipalities, schools, rural businesses, and other public facilities. With over twenty years of water testing expertise, Furstenberg has been frequently tapped to serve as a guest speaker or lecturer on water quality issues by associations and environmental groups, including real estate and home builder associations, lawyers, and the DNR.

CWT's services include testing for health and safety issues such as coliform bacteria, e. coli, nitrates, lead, copper and arsenic as well as common groundwater impurities, such as iron, manganese, hardness, sodium chloride and sulfates. According to Furstenberg, testing for harmful elements, such as arsenic, lead, fluoride, nitrate and bacteria is more routine today than ever before due to growing concerns among both public and private customers over health issues and liability

risks associated with both well and municipal-treated water sources. CWT also provides testing for hazardous contaminants, such as VOCs (volatile organic chemicals such as gasoline and solvents), heavy metals, and other environmental contaminants in either the ground or groundwater.

Furstenberg pointed out, “Our success has come from providing fast turnaround of accurate results and consultation on drinking water problems.” In some instances, Furstenberg added, this kind of fast turnaround can be very important, like when real estate transactions are on hold waiting for an acceptable test report, or when there are health problems affecting a family or a community.

Clean Water Testing, LLC will be a wholly owned subsidiary of Water-Right, Inc., but will remain a separate business entity. According to Kurt Gruett, vice president of Water-Right, Furstenberg will remain as lab director and continue to uphold the level of quality, service and integrity upon which his company was founded. Gruett also stated plans to re-locate CWT by early 2004 to a new facility to be constructed adjacent to Water-Right’s existing headquarters in Appleton. The corporate goal, according to Gruett, is to leverage CWT’s testing expertise to support sales and service opportunities in the immediate surrounding area and to eventually support Water-Right dealers nationwide.

“This acquisition was prompted, in part, by the general public’s growing concern for quality water... and the ever increasing levels of government standards being placed on water quality,” Gruett stated in a recent interview. “As a result, the water treatment business is being increasingly challenged to provide more in-depth testing. The decision to bring a leading lab, like Clean Water Testing, into our business mix will clearly be a benefit for everyone associated with Water-Right.”

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PHOTO ATTACHED

Caption: Glenn Gruett (left), president of Water-Right, Inc. and Michael Furstenberg (right), former owner of Clean Water Testing, Inc. Laboratories

FOR THE EDITOR:

Water-Right, Inc. has been manufacturing water conditioning systems for residential, industrial and commercial markets since 1959. Water-Right water treatment equipment uses Crystal-Right™, a man-made crystal mineral that effectively removes hardness, iron and manganese while neutralizing low pH levels. This is accomplished through the use of only one unit from Water-Right. Crystal-Right™ is manufactured by only one firm in the United States, Mineral-Right, Inc. of Phillipsburg, Kansas. Mineral-Right and Water-Right are jointly owned companies.

