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**FOR IMMEDIATE RELEASE**  
July 2002

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### **New Water Softener Offers Advanced Control**

**(Appleton, Wis.)** Water Right's new Impression Series™ water softeners offer advanced controls and proven system performance. A microprocessor-based control and LCD display simplifies system programming and operation while allowing owners to monitor system performance and water consumption. Cycle programming, including sequence of regeneration, can be easily adjusted for optimum operation within any household. The unit also stores system configuration and operating data - even in the event of a power outage.

Impression Series water softeners remove unwanted minerals from household water, using minimal salt and water. When used in combination with Impression Series acid neutralizers and filters, the system effectively removes hardness, manganese, iron, chlorine, sulfur, and turbidity from the water, as well as unpleasant tastes and odors.

Water-Right, Inc.  
800-777-1426  
[www.Water-Right.com](http://www.Water-Right.com)

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#### **PHOTO AND TEXT INCLUDED ON DISK**

**Caption:** Water Right's new Impression Series water softeners offer advanced controls and proven system performance.

#### **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.

