

Utilities

BUSINESS REVIEW



WaterWise Enterprises



DEEP DIVE

CHOOSING WATER TREATMENT CHEMICAL SUPPORT FOR HIGH-PRESSURE PLANT OPERATIONS

Chemical supply decisions in water treatment rarely fail because of product choice alone. The greater risk often lies in the gap between delivery, dosing decisions, field troubleshooting, and the documentation needed to demonstrate compliance when regulators request evidence. A drum that arrives late can disturb residual control. A feed pump sized for the wrong use pattern can create waste or weak treatment. A small misunderstanding about chlorine strength can escalate from a minor operational issue to customer complaints before a district has time to diagnose the cause.

That is why executives evaluating water treatment chemicals and support should look beyond catalog breadth. Phosphates, chlorine products, wastewater chemicals, pool and spa chemicals all matter, but the more telling question is how a supplier behaves when chemistry meets plant routine. Surface water systems managing total organic carbon levels and disinfection byproduct concerns need more than standard treatment formulas. Distribution systems facing red water, black water, staining, clogging or tuberculation need advice tied to local conditions. Rural districts with limited staffing may need guidance on interpreting groundwater residual readings and understanding applicable regulatory requirements or why old bleach is forcing higher feed rates.

Reliability also depends on consistent service. Some plants can tolerate ordinary vendor cycles. Many cannot. Chemical inventory levels, delivery timing and emergency access often have a greater operational impact than procurement analyses suggest. A provider that only ships product leaves operators to interpret dosage, pump performance and documentation on their own. That can be manageable for experienced teams, but retirements, new regulatory duties and thin staffing have left many water systems with newer operators learning under pressure. In that setting, technical support is not a courtesy. It becomes a practical extension of plant control.

Documentation now carries similar weight. Lead and copper planning, backflow prevention records, chlorine residual data and state-required testing are all closely tied to daily treatment operations. A supplier that understands only the chemical side may miss the administrative strain placed on small cities and rural water districts. A stronger fit is a partner able to connect chemistry, field inspections, reporting

requirements and compliance activities without turning every issue into a separate handoff.

Laboratory access can shorten that loop. Waiting weeks for outside analysis may be acceptable for some nonurgent questions, but plant decisions often move faster than that. In-house analysis of potable water, wastewater, pool water and bacterial indicators gives buyers a more useful path from observed problem to corrective action. The benefit is not speed alone. It is the ability to test, interpret and adjust before a small imbalance becomes a distribution complaint or regulatory distraction.



WaterWise Enterprises positions its services around this model by combining chemical supply with direct technical involvement. It specializes in phosphates while also covering water, wastewater, pool and spa chemicals, and it supports those products with consultation, in-house analysis, dosage guidance and chemical transfer work. Its contract operator support adds another layer for districts dealing with staffing gaps, lead and copper compliance requirements, operational data management and daily plant inspections. For executives seeking chemical supply combined with practical field support, **WaterWise Enterprises** presents an option aligned with the operational priorities discussed above. **UB**

WaterWise Enterprises

Keeping Water Safe Every Step of the Way

Clean water is often the result of thousands of decisions made long before it reaches a customer's tap. From selecting the right treatment program and maintaining regulatory compliance to managing distribution systems and responding to operational issues, those decisions play a critical role in ensuring water quality and system performance. As utilities navigate increasingly demanding responsibilities, they often require more than treatment products alone can provide. They need trusted partners that can help them address operational challenges, maintain compliance and make informed decisions.

Helping customers navigate those responsibilities defines WaterWise Enterprises. Built on three generations of industry experience, the company helps municipalities and rural water districts manage the realities of water treatment through specialized phosphate programs, water and wastewater chemicals, laboratory testing, consulting services and contract operator support.

Since its establishment in 2001, WaterWise has expanded its role beyond supplying treatment solutions, working closely with customers to address technical, operational and compliance-related challenges across Kansas, Oklahoma and Missouri.

The company's commitment to supporting customers throughout the entire water treatment process has earned industry recognition, including being named a Top Water Treatment Chemicals and Solutions.

"We always want to make sure the water is safe first and foremost. Then we focus on helping customers meet regulatory requirements and address the operational issues that affect system performance," says Jenelle Summerow, owner.

WaterWise works closely with municipalities and rural water districts to address issues related to total organic carbon, disinfection byproducts, surface water treatment and nuisance minerals that can contribute to staining, discoloration, turbidity and tuberculation in distribution systems. Throughout every engagement, the priorities remain consistent: protecting water quality, supporting compliance and helping customers maintain reliable system performance.

What distinguishes WaterWise is the level of involvement it brings to every customer relationship. While the company is known for its specialized phosphate programs and treatment solutions, customers often rely on WaterWise for guidance on operational, regulatory and technical issues that arise long after

chemicals are delivered. The company does not view its role as ending once a shipment arrives. Instead, it remains actively engaged in helping customers troubleshoot problems, navigate compliance requirements and identify practical solutions.

That commitment is reflected in the team's accessibility. Customers know they can reach out whenever issues arise and receive direct support. If an answer is not immediately available, WaterWise works to find one, drawing on its expertise and industry relationships to connect customers with the right resources. This approach has become particularly valuable as experienced operators retire and many systems face growing knowledge gaps. Through consulting, troubleshooting and contract operator services, the company helps customers navigate both technical and regulatory challenges.

WaterWise works closely with operators to troubleshoot equipment issues, optimize chemical feed systems, interpret chlorine residual requirements, and address water quality concerns. It also helps customers understand factors such as bleach degradation and how product age can affect treatment performance.

That support is reinforced by a full-service laboratory that conducts in-house testing for potable water, wastewater, pools and bacteria, enabling faster results and recommendations. WaterWise also provides plant oversight, compliance planning, lead and copper inventories, replacement plans and QR-code-based monitoring to help customers track inspections and manage chemical inventories.

The practical impact of this approach is evident in a recent customer engagement involving bleach treatment operations. After evaluating a system that relied on diluted bleach, oversized feed pumps and excess chemical inventory, WaterWise recommended feeding the product neat, installing properly sized pumps and aligning deliveries with actual usage requirements. The adjustments improved efficiency, reduced waste and resolved ongoing challenges while creating a treatment program better suited to the customer's needs.

Today, WaterWise continues to expand across Kansas, Oklahoma, and Missouri while building on the service-oriented approach that has defined the company since its founding. To reach five million dollars in sales within the next five years, the company remains focused on helping customers navigate the technical, operational and compliance demands of water treatment through specialized expertise, practical support and long-term partnership. **UB**



Jenelle Summerow,
Owner

Certificate

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CERTIFICATE OF RECOGNITION

WaterWise Enterprises

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Olivia Smith

Olivia Smith
Managing Editor
Utilities Business Review

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VALLEYMEDIA, INC. 600 S ANDREWS AVE STE 405, FT LAUDERDALE, FL 33301

editor@utilitiesbusinessreview.com

PH: 510.565.7560