



**Water. Done Differently.**

## We Keep Good Company

For over 40 years, Flow-Rite has built its reputation by developing high-quality, innovative products paired with exceptional customer service that is trusted around the globe. Our dedication to this charter is embraced by our strong partners. From Original Equipment Manufacturers to World-Class Distributors and Dealers, Flow-Rite is proud to have developed strong, long lasting, and collaborative relationships.

**A full list of our OEM Partners can be found at [www.flow-rite.com/partners](http://www.flow-rite.com/partners)**



# Proud of Our Past. Focused on the Future.



We are a niche manufacturing and solutions company.



One of West Michigan's 101 Best and Brightest Companies for the **fifth consecutive year**.



Water. **Done Differently.**



Change Lives.  
Transform the World.

**Flow-Rite Controls** is recognized and respected as an industry leader in product innovation, performance, durability, and quality. Proud of our 40+ year history, we have steadily grown to be a vertically integrated premier fluidics system manufacturer focused on uniquely addressing the needs of battery care and marine professionals as well as Hydroponics enthusiasts. As we look towards the future, Flow-Rite is passionate about continuously improving our products and devising creative ways to **Change Lives** and **Transform the World**.

## Quality We Stand By

From engineering to sales and customer service, our team of dedicated professionals will focus on the customer by listening, designing, and testing products that are ideally suited to tackle everyday challenges while providing high-performance, high quality solutions that deliver a true return on investment.

## Customer Service

We want you to be 100% satisfied with our products. If not, we want to hear about it. Our goal is to listen to our customers and ensure your experience with Flow-Rite products exceed your expectations.

## Giving Back

We love what we do, but we love giving back even more. Each year, Flow-Rite supports numerous local charities to provide kids and families with the assistance of healthy food, safe homes, and clean environments. In addition, every Flow-Rite employee is encouraged to partake in at least one annual service day. That equates to over 900 hours and 120 acts of kindness a year!

## Flow-Rite Fast Facts:

Over 55 U.S. patents and hundreds of international patents

Over 60 million valves sold over 3 decades

Global representation in 100+ countries

Proudly used by over 35 OEM Partners

**60 Million+  
Valves Sold  
Worldwide**



# Our Niche

## Battery Care



From our watering systems—Maverick™, Millennium EVO™, and Pro-Fill™—to our sophisticated array of Eagle Eye electrolyte level sensors and Advanced Battery Steward wireless monitoring, Flow-Rite has solutions specifically designed to keep your batteries healthy and your business moving. Demanding battery applications such as warehouse facilities, locomotives, golf, aerial work platforms, solar, floor machines and others appreciate the increased uptime, lower cost of ownership and enhanced life that Flow-Rite provides for their battery investments.

## Marine



Flow-Rite is the home for all your livewell, baitwell, and ballast plumbing needs. We offer livewell valves, pumps, timers, and quick-connect marine plumbing. Our patented Qwik-Lok™ product is a quick connect marine plumbing system that fits industry-standard marine hoses in popular sizes. The innovative Remote Drain Plug allows users to control their drain plug from inside the boat. Trusted by several major boat manufacturers, high-quality Flow-Rite marine solutions deliver the peace of mind you need.

## Hydroponics



Hydra Unlimited®, a Flow-Rite company, designs, engineers, and manufactures HydraMax™ water management solutions for scalable hydroponic growing. Our innovative TetraBase™ grow media is 100% reusable and is made from 100% recycled material. Hydra Unlimited is passionate about giving you the best for your plants. Visit [hydraunlimited.com](https://hydraunlimited.com) to learn more.

### Continuous Improvement:

From senior leadership to operations, every Flow-Rite employee has a stake in our continuous improvement journey. By streamlining our design, production, and sales processes, Flow-Rite is on a path of ongoing process improvement to achieve and maintain a lean culture. Encouraged to submit an idea each year, employees can participate by contributing their vision to supporting Flow-Rite's commitment to excellence.



# Our Values Lead the Way

Love What  
You Do



Help First



Question and  
Improve



Think Beyond  
Tomorrow



## Built on a History of Excellence.

- 1981** Flow-Rite Controls is founded
- 1985** Flow-Rite built its first single point watering system
- 1992** Patented Plasticizer-free Tubing introduced
- 1997** Patented Swivel Tee is introduced
- 2000** Flow-Rite goes global, introduces Millennium Single Point Watering System
- 2001** External Flame Arrestor introduced
- 2002** Flow-Rite becomes an ISO 9001 Certified Company
- 2003** Patented Clampless Tubing & Watering System for marine & golf cart batteries introduced
- 2005** Flow-Rite moves into new 48,000 sq. ft. facility & expands into new industries
- 2006** Internal Flame Arrestor introduced
- 2009** SnakeTubing introduced & HydroLink™ production begins for Trojan Battery Company
- 2010** Eagle Eye Level Sensor & Millennium Plus with Optical Level Indicator introduced
- 2012** Millennium EVO™ Valves introduced
- 2015** Battery Steward™ introduced
- 2016** Launched Advanced Battery Steward
- 2017** Launched Eagle Eye™ Deep-Cycle
- 2018** Launched Eagle Eye Industrial
- 2019** Hydra Unlimited® formed
- 2020** Launched HydraMax®
- 2021** Launched Maverick™ Single Point Watering System



Flow-Rite Controls® is an ISO 9001 Certified Company founded in 1981 by Dan Campau. As a vertically integrated company, Flow-Rite designs, manufactures and markets fluid control devices for lead acid batteries, recreational fishing boats, and hydroponics. All Flow-Rite products are solely our own proprietary developments and protected by over three dozen U.S. patents as well as hundreds of international patents.

### **Flow-Rite Controls, Ltd.**

960 74th Street SW  
Byron Center, MI 49315

**Visit our website for our  
global office locations.**

**(616) 583-1700 | [www.flow-rite.com](http://www.flow-rite.com)**



Made in USA ©2022  
MM-BR-0001  
01/2022

