



**Water: the first step to
first-rate coffee**

**BRITA Professional Filter Solutions –
the ideal basis for perfect coffee and tea**

Better water, better taste, better business



Delicious hot drinks begin with an essential ingredient: water.

Your local tap water is so much more than H₂O. Water dissolves more substances than any other liquid. The composition of mains water can vary greatly from region to region. It typically contains a blend of minerals, organic compounds and more. These can have a major impact on the taste of beverages and the durability of your machines.

We're here to support you in brewing fantastic-tasting coffee and tea, and running a sustainable, thriving business. How? Through a broad range of filters to tailor water to your unique needs.

Protect your equipment – and your bottom line

Water is our source of life, so the environment is a topic close to our hearts. Our water filtration solutions are smart and easy-to-use. Together with our unrivalled recycling programme, they protect your machines and help you run your business sustainably.

Filtered water protects machine parts, such as nozzles, from limescale and mineral deposits. This naturally saves energy costs for heating water. Longer term, you reduce downtimes and damage to your valuable equipment.

All this protects your bottom line as well as the environment. A longer machine lifetime is good for business and good for the planet.

We established our recycling programme in 1992 and recycle more than 80% of our filters. And in our own subsidiaries we do all we can to save resources and reduce our CO₂ footprint.

Coffee is 98% water – why not strive for the best?

Richer crema, finer aroma and longer machine lifetime with optimised water

The modern world runs on coffee! And the quality of the water that goes into each cup makes a huge difference. If the coffee tastes bitter, for example, overly soft water is usually the culprit. But excessively hard water prevents the aroma from developing, resulting in blandness.

Whatever the mineral composition of your local tap water, our filtration systems can optimise it for coffee-making. The filtered water contains a balance of minerals, such as calcium and magnesium. This is ideal for brewing delicious, aromatic coffee. Any unwanted elements that could impact taste or aroma are effectively removed.

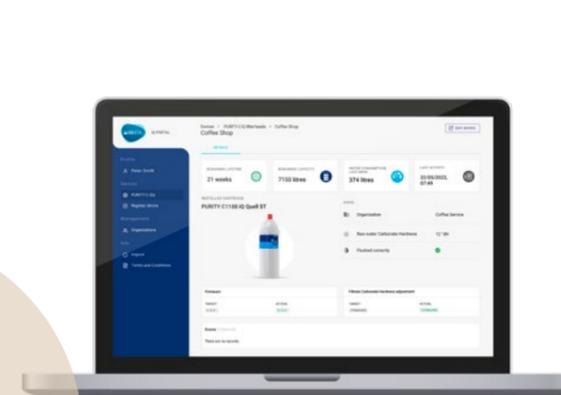


Great coffee? Anytime!

The new PURITY C iQ – the data-driven, intelligent filtration system

In 1966, BRITA was the first company to bring water filtration technology to the market. Since then, we've been the leader in this field. We work to continually optimise filter systems that generate added value for businesses like yours. Our innovations in filtration technology enable our customers to improve operational efficiency and develop profitable new business models. Our latest launch is PURITY C iQ: the market's first data-driven, smart filter system.

PURITY C iQ is much more than a filter cartridge. It's an intelligent system that combines a filter, a filter head and a cloud-based portal. This delivers accurate data on key parameters in real time. Your benefits? Actionable information for better decision-making and enhanced predictive maintenance.



Smart filter solutions for perfect coffee

The PURITY systems and our tank solutions cater to a wide range of café requirements. Filtration works consistently, tailoring the water's mineral composition to the task at hand. So, you can count on perfect-tasting coffee and machine protection – whatever your local water supply.

PURITY – filtration technology

PURITY filter solutions deliver excellent water quality, outstanding product safety and simple operation across diverse applications and water types.

Outstanding quality: day in, day out

- Decarbonising filters reduce water hardness for reliable equipment protection. They provide the ideal mineral composition for each task – with bypass options up to 70%
- Pure activated carbon filters remove unwanted substances for better-tasting beverages
- Unique flow control and innovative Intelli-Bypass®-technology ensure consistent water quality

Excellent product safety and durability

- Highest possible product safety ensured through carefully tested pressure vessels, an audible locking catch mechanism and visual safety symbols
- Precise data logging using an innovative measurement and display unit with Advanced Control System (ACS) technology
- Robust filter housings tested for burst pressure using static and dynamic strength tests
- Regular certification by independent institutions

Easy to install, easy to use, easy to recycle

- Filter replacement is possible without tools
- Water bypass in the PURITY C heads – machines continue to operate even if cartridge is not installed
- Simple rinsing and bleeding of the filter by integrated flushing valves in the filter head
- Most filters can be installed vertically or horizontally
- Filter components can be recycled up to 84% depending on the filter type



Tank up on taste and protection

Does your coffee machine have a water tank rather than connecting to the mains? BRITA offers a range of filter cartridges for coffee machines with integrated water tanks.

There's the simple, no-fuss option through to filters for more sophisticated gravity- or suction-systems. The BRITA filter will protect your coffee or espresso machine from limescale, whatever kind of tank it has. In addition, our filters reduce the level of substances which impair taste and smell – such as chlorine. So that all you're left with is coffee that tastes, looks and smells delicious!



AquaAroma and AquaAroma Crema

Filters for specially designed or retro-fitted tank systems – click/fit and go!

AquaAroma Crema filter cartridges are suitable for coffee machines with specially designed integrated water tank systems. In this case the water is sucked through the filter cartridge just before the coffee starts brewing. With AquaAroma Crema, it's easy to get the perfect coffee taste. You simply adjust the Aroma setting to the carbonate hardness of your mains water.

AquaAroma filter cartridges are designed for mobile coffee machines with a tank-in-tank system. The cartridges filter while filling the water tank via a gravity operation. So, the complete water tank is filled with filtered water.

AquaGusto

Simple, effective and fits any coffee machine tank – just pop it in!

The BRITA AquaGusto water tank filter enhances flavour, aroma and appearance of regular coffee, espresso and cappuccino. From hotels to catering to offices, you can use the filter in almost any coffee machine. It's impressively simple and quick to operate, and effectively reduces limescale.

This filter has a built-in filter exchange signal, so you'll always know when it's time to change it. Simply place the filter change signal on the water tank and give the button a firm press!

Filtration solutions for coffee machines



	PURITY Quell ST	PURITY C Quell ST	PURITY C Finest	AquaAroma Series/ AquaGusto	PURITY C1100 XtraSafe	PURITY C50 Fresh	BRITA PROGUARD Coffee
Application	<ul style="list-style-type: none"> • coffee and espresso machines • vending • catering • fine dining 	<ul style="list-style-type: none"> • coffee and espresso machines • vending • catering • fine dining 	<ul style="list-style-type: none"> • authentic espresso 	<ul style="list-style-type: none"> • mobile espresso and coffee machines with water tank 	<ul style="list-style-type: none"> • targeted protection against corrosive water for coffee and steaming-making equipment 	<ul style="list-style-type: none"> • especially for soft water used in hot-water appliances, e. g. coffee machines 	<ul style="list-style-type: none"> • high-quality coffee machines in regions with challenging water compositions (high in chlorides, sulphates)
Filter sizes and capacity	450, 600, 1200 4,217 l – 13,187 l*	C50**, C150, C300, C500, C1100 660 l – 11,500 l*	C150, C300, C500, C1100 1,100 l – 6,000 l*	AquaAroma: 145 l* AquaAroma Crema: 150 l* AquaGusto: 100 l / 250 l*	C1100 User-specific capacity calculation via BRITA Professional Filter Service App	C50 15,000 l*	50, 300, 500, 1100 Capacity varies by situation. Corresponding BRITA Professional Filter Service App helps determine the right filter
Main benefits and differentiators	<ul style="list-style-type: none"> • Reduces elements e.g., chlorine, that could impair drinking experience, for improved taste and aroma • Reduces limescale deposits, saving costs on machine breakdown, extra service and repair • For uninterrupted operation of downstream appliance • The right choice for high flow rates (up to 500 l/h with one bar pressure loss) 	<ul style="list-style-type: none"> • Flow rate of up to 150l/h with 1 bar pressure loss • Impressively simple to handle. Fits even under tight installation conditions 	<ul style="list-style-type: none"> • Optimised water for espresso preparation and best machine protection • Full, golden-brown, long-lasting crema • Great results for all espresso-based coffee specialities • Protects espresso and coffee machines by reducing limescale content in drinking water • Reliable protection for professional coffee machines from limescale and gypsum deposits 	<ul style="list-style-type: none"> • Reduces the limescale content in drinking water, in order to protect espresso machines and coffee machines against scale build-up • Constant water pressure and temperature during brewing • Simple assembly without tools and easy to retrofit 	<ul style="list-style-type: none"> • Limescale deposits and the associated machine breakdowns are reduced, as are additional service and repair costs. Fine steam jets remain open longer • Elements, such as chlorine, that could impair taste and aroma are reduced for improved taste • Bypass settings are specially adapted to direct injection and boiler systems • For uninterrupted operation of downstream appliance 	<ul style="list-style-type: none"> • Best possible machine protection even in soft water regions with high particle density • Reduction of chlorine and all other substances that negatively affect aroma and taste, thanks to the activated carbon filter 	<ul style="list-style-type: none"> • A choice of mineralisation levels in line with individual preferences, for consistently great-tasting coffee • Protects against corrosion and associated machine breakdowns; salt retention rate of over 97%** • pH-neutral filtrate (6.5 – 7.5) • Non-electric operation (where water pressure is sufficient)
Results	<ul style="list-style-type: none"> • Reliable reduction in carbonate hardness and limescale 		<ul style="list-style-type: none"> • Unique, intensive espresso taste with full body and authentic aroma 	<ul style="list-style-type: none"> • Outstanding and consistent water quality without installation of filter technology 	<ul style="list-style-type: none"> • Make great coffee, steamed dishes and extend the life of your equipment – even where mains water is high in salts and gypsum 	<ul style="list-style-type: none"> • Experience pure coffee enjoyment and fresh water for hot coffee delicacies 	<ul style="list-style-type: none"> • Reliably excellent water quality and mineralisation for great coffee
Technology	Decarbonisation	Decarbonisation	Softening	Decarbonisation	Total demineralisation	Activated carbon filtration	Reverse osmosis, mineralisation

* Information provided is based on typical operating conditions. More specific details on capacity can be found in the corresponding BRITA Professional data sheets or operating manuals. BRITA filters should only be used with water of potable quality.

** Operating conditions: raw water pressure >3 bar, continuous flow, flow rate > 5l/h



At your service!

BRITA Professional Filter Service App

Our smart little app helps work out which type and size of filter is just right for your needs. It gives complete installation guidance for service engineers, calculates when cartridges will need replacing – and has plenty more clever and useful capabilities.

Download for free on:
Or visit <https://professional.brita.net/app>



Take the BRITA way

Our unrivalled recycling programme

Recycling and environmental protection are at the heart of the BRITA way. Back in 1992, we introduced a recycling programme for our filter cartridges – the first in our industry. We recycle cartridges from private households as well as the hospitality industry at our Tausenstein plant, in Germany.

Learn more about the BRITA Recycling programme:
brita.co.uk/recycling-professional



What's in my water? What's the best solution for my coffee machine? How long do my filters last?

Any questions? Let's talk. We're happy to help.

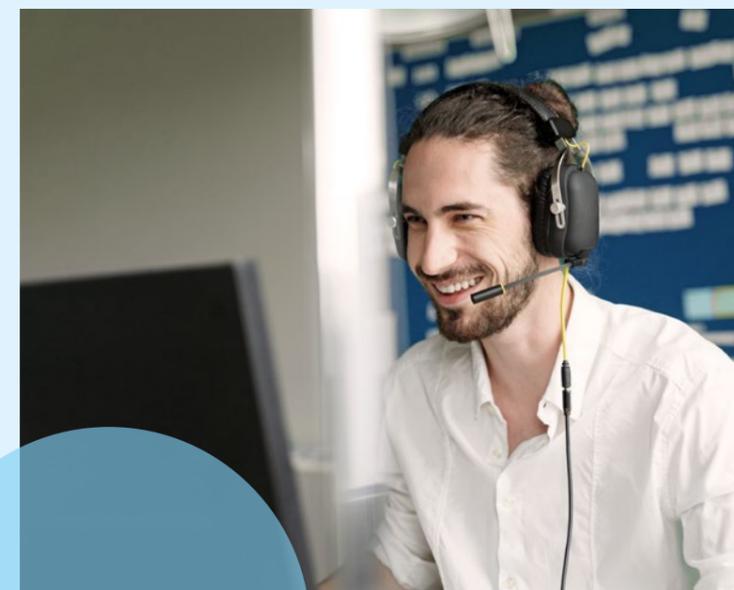
Don't hesitate to contact us with questions about your tap water and an individual filter solution for your business.

Professional Filters hotline:

+44 1869 365 851
Mon - Fri 8:30 am - 5:00 pm



Here you get directly to our service portal.





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