



Sustainability report 2007



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The BRITA® Company



It is our objective to maintain our position as the world's leading brand of water filters for private and professional use and thus to create lasting added value for our customers, consumers, staff, business partners and the BRITA® Company.

Founded in 1966 by Heinz Hankammer, BRITA first invented the jug water filter for household use. Today, the company leads the field in developing, manufacturing and marketing innovative water filters for private and professional use. **BRITA is the only global brand in this segment.** In many countries, BRITA, headquartered in Taunusstein (near Wiesbaden in Germany), is synonymous with water filtration.

»Innovative research and development are the key factors of our success.«

BRITA is a medium-sized German company with a global focus. 80 percent of its sales come from outside Germany. The company employs more than 800 staff. Through subsidiaries, distribution partners, partner companies and a joint venture, BRITA is represented in more than 60 countries on all five continents.

BRITA operates production sites for innovative water filters in Germany, Great Britain and Switzerland as well as in India. **For BRITA, innovative research and development are key factors in the company's success.** BRITA staff are constantly working on new technologies and fields of application in order to expand and improve the company's existing portfolio of water filtration products and so as to remain one step ahead of the competition. One means of expanding the fields of application for BRITA-filtered water is the business idea "BRITA Integrated Solutions", whereby BRITA has teamed up with leading manufacturers of kitchen appliances to offer consumers small and large domestic appliances with integrated water filtration.

Our structure

The German company BRITA GmbH is wholly owned by the founding Hankammer family. Markus Hankammer took up the position of CEO in 1999. The Executive Board consists of three members: Markus Hankammer (Marketing and Sales), Uwe Belz (Technical) and Walter Funk (Finance, Human Resources and IT).

Chaired by Heinz Hankammer, the Supervisory Board has five members. Supervisory Board meetings take place at least three times a year.

Our philosophy and competence

BRITA is the leading water filter brand worldwide for private and professional use.

BRITA-filtered water improves the taste of food and drinks. Significantly reduced limescale in BRITA-filtered water also prolongs the lifespan of electrical appliances used to heat water.

Our vision

We want our customers worldwide to be able to enjoy BRITA-filtered water. Our ambition provides us with drive and vision: "A BRITA product in every household". And this extends to the area of professional application.



Headquarters in Wiesbaden, Germany

Ethical responsibility and ethical actions

We remain true to our ethical responsibility and our corporate principles and values are deep-rooted. Water is the basis of all life. The main focus of our company and our products is the treatment and optimisation of drinking water. Accordingly, **for us, water is more than just a valuable resource; it is the foundation of our business** and of our corporate activities. For this reason, BRITA has placed a sustainable approach at the core of our corporate strategy.

Our corporate management rests on the principle of finding long-term sustainable solutions to conflicts between economic, ecological and social goals. On this basis, we generate our values – for the company, for our business partners, and for society as a whole. We are challenged everyday to keep both our social and our entrepreneurial targets in focus.

BRITA's culture of responsibility runs throughout the whole business, from raw materials sourcing to sales policy, and is visible in our respect for the environment, our staff, our business partners and society.



"We are working constantly on new technologies and new fields of application for BRITA water filter technology. This and our well qualified, motivated staff allow us to get a little closer every day to our vision: a BRITA product in every household!"

Markus Hankammer, CEO of BRITA GmbH and a finalist in the 2006 German "Entrepreneur of the Year" competition.

»Water is the foundation of our business.«

To the best of our knowledge, all the materials used in our products are manufactured using processes which meet all regulatory requirements. We do not use any genetically modified products or substances to produce our filter cartridges. And we require the same standards from our raw materials suppliers. Moreover, we do not endorse and do not use any animal testing.

Our staff worldwide can be sure that we treat them with respect. To some extent this treatment is regulated by local laws but for us these are no more than guidelines which we will more than meet. At the same time, we actively promote the diversity of our workforce and foster equal opportunities. We also expect our suppliers to behave in the same way.

Information for customers is provided in an easy to understand format, from instructions for use to the frequently asked questions on our website, and our consumer hotline provides friendly service to help with all enquiries. Dealings with our business partners and suppliers are conducted in partnership and are also determined by our values.

Our corporate values

We see a morally upright stance and social responsibility as our core duties and ones that we live by. Consequently, we foster a corporate culture that is value-oriented. This safeguards our economic viability for the future and better prepares us in meeting our responsibilities to existing and potential customers. We have defined our core corporate values as follows:

1. **Water is our element:** our core competence lies in the field of water.
2. **Service:** we supply excellent quality.
3. **Market-orientation:** we delight consumers with our product solutions and contribute to the business success of our professional customers and business partners.
4. **Long-term activities:** we think and act for the future and our actions are governed from our clear principles.
5. **Environmental protection:** we respect natural resources and recycle filter cartridges.
6. **Social responsibility:** we accept and live by our social responsibility.
7. **Respect:** we maintain integrity in whatever we do – both within the company and with our external contacts.
8. **Global teamwork:** we pursue our objectives together and maintain an open approach to one another.
9. **Openness:** we are open to ideas and promote dialogue.

Responsibility for our products

We see it as our duty to supply our customers with high-quality products at appropriate prices, using efficient processes.



What are the filters made of?

The activated carbon which is a component part of BRITA filter cartridges is extracted from coconut shells. The ion exchangers are synthetically manufactured non-artificial resins.



The outstanding quality of our products is a core element of BRITA's brand promise. It distinguishes all our products. The entire development and production process is accompanied by numerous tests, examinations and measurements – the laboratories at our production sites and our headquarters in Taunusstein work continually to the highest international standards. At the production sites, filter cartridges, raw materials and end products are constantly monitored in accordance with predefined quality requirements. These strict standards are adhered to at all sites within the BRITA Group.

Safety and quality considerations begin at the initial phase of product development. They play a crucial role in the choice and monitoring of raw materials. Our raw material suppliers are selected and monitored with the greatest of care. Suppliers are obliged to have a quality management system in place. Every supplier guarantees in writing that his goods conform to BRITA's strict raw material specifications and accepts liability for this. Incoming raw materials are carefully checked by BRITA quality control staff and are only accepted if they meet our strict quality requirements.

For BRITA, quality control means constantly monitoring all development, production and transport processes. We pay particular attention to hygiene regulation standards and during production, numerous checks and process documentation guarantee that these standards are maintained. BRITA also ensures that goods are not damaged during transportation and that their provenance always remains clearly identifiable. Discussions with consumers and retail clients guarantee that our products deliver what they promise. In this way, the initial and final stages of our quality control system are interlinked, with consumer wishes and suggestions being incorporated into the development of new products.

Constant external examinations

External auditors regularly check our production processes and confirm our high self-imposed quality requirements on the basis of nationally valid standards. Moreover, our products are tested on a continuous basis by reputed independent institutes, laboratories and scientists. This comprehensive system guarantees that BRITA adheres consistently to its brand promise to deliver high product quality and safety.

BRITA's quality guarantee is clearly demonstrated by our filter cartridges. They are steam sterilized and subject to the highest quality standards. An internationally renowned German safety certification company, TÜV SÜD, checks both the BRITA filter cartridges and the entire water filter system regularly and confirms and provides certification for their flawless food-grade product quality. **Our products are certified by independent institutions and therefore conform to national and international legislation.** Furthermore, BRITA products fulfil some of the most demanding standards, including those of the Water Research Centre (WRc) in the UK, the National Sanitation Foundation (NSF) in the United States and the Schweizerischer Verein des Gas- und Wasserfachs (SVGW) in Switzerland.

Consumer information and consumer satisfaction are our highest priority

BRITA customers throughout the world are provided with comprehensive information. Alongside online media such as the Internet and email newsletters, we provide leaflets and videos for in-store use, informing customers about the benefits of BRITA products. And independent test magazines have confirmed the quality and usability of our instructions for use. If consumers still have any unanswered questions, they can contact us by phone via a hotline number.

But it is not only the exchange of information with the consumer that is important to us.

Product satisfaction is paramount to BRITA. If customers are not completely happy with our jug water filters they can return them to us within 30 days of purchase for a full refund. Our products also have a two-year guarantee. Within this period consumers can request replacement parts free of charge.

»Our brand promise:

high product quality and safety.«



Responsibility for the environment



Water forms the basis of our business. For this reason alone we exercise the greatest of care towards people and the environment. Respect for our natural resources governs our activities and is practised on all operational levels.

The focus of our operational environmental protection is on the efficient use of resources and energy and we instruct our staff to act accordingly. **We know that environmental management is a process of continual improvement and one that we intend to pursue actively and enduringly to the benefit of the environment and the company.**

»Added value for both
the environment and the company.«

Our environmental protection measures include saving water, using environmentally acceptable and energy-saving production processes and avoiding waste wherever possible. We also inform consumers about our products and the measures we employ to conserve the environment.

International distribution in the interest of the environment and the company

BRITA mainly uses road transportation (around 90 percent). Transport by sea accounts for a much smaller percentage (around nine percent). A negligibly small fraction is transported by air (around one percent).

From production to dispatch, the environment is always a prime consideration

In production, BRITA only uses raw materials that are environmentally safe and meet the high quality standards expected of food products.

Within the supply chain, our commodity flow is concentrated wherever possible. This applies in equal measure to deliveries from our suppliers and to goods transport within the BRITA Group. Central warehouse concepts have been put in place to this end.

Efficient route planning ensures full use of transport volumes. In addition to an improved environmental track record, this procedure makes good business sense and creates a win-win situation for both the environment and the company.



BRITA® has been recycling since 1992

We are at pains to recycle our products. In the case of household water filters we have, since 1992, been using a complicated process that allows all materials used in BRITA filter cartridges to be processed fully and recycled. Consumers can simply return used filter cartridges to their local stockist or directly to BRITA, thereby making a contribution to environmental protection. **This recycling concept is currently on offer on the larger markets and is available for most Professional systems.** In Germany, it is already the case that every fourth BRITA filter cartridge is returned by the consumer for recycling. And it is our objective to increase this percentage in the coming years by means of targeted information. In Germany we have been involved in the "Dual System" for the recycling of packaging in the household since 1993.



»We strive to recycle our products.«

Regeneration facility just modernised

Central to the recycling process is our own regeneration facility with integrated waste water facility in Taunusstein. Waste water is produced in the regenerating process for exhausted ion exchange material, and in washing the AquaQuell bottles. The facility cleanses industrial water – in a similar way to a sewage plant – and ensures that it is pH-neutral before feeding it into the public water cycle.

Recycling household filter cartridges

- BRITA's own recycling department breaks up the cartridges and the filter material is separated from its plastic housing.
- The plastic material undergoes preliminary cleansing and is then ground up. The resulting plastic granulate is passed on to the plastics industry to be reprocessed for various purposes.
- Activated carbon and ion exchangers – the contents of the filter cartridge – are separated and processed in a special facility at BRITA.
- The activated carbon is returned to its manufacturer where it is reactivated in special facilities and used again for such processes as the treatment of waste water.
- The ion exchangers remain at BRITA where they undergo a complete regeneration process in which, over the course of a series of treatment stages, they gradually become just as effective as a new material. Final heat treatment once again guarantees hygienic purity.



At the end of this process the ion exchangers comply with all functional and hygienic quality standards that are expected of brand new ion exchangers. This is assured by strict external and internal checks. **The recycled ion exchangers are then used for the production of household water filters.**

Recycling Professional products

BRITA Professional water filters are processed and recycled in the company's own facilities. As a result, both the attractive price of replacement BRITA filters and BRITA's perfect performance guarantee are assured. In this way the customer always receives a water filter that is as good as new – for the reasonable price of a replacement filter.

Only the special BRITA recycling process including pasteurisation followed by optimisation with activated carbon guarantees the consistently high quality of the BRITA filter medium.

AquaQuell Traditional products are emptied, the filter medium recycled and the pressure vessel cleaned and reused. In the case of the successor model, AquaQuell PURITY, both the filter medium and the filter cartridge are 100% recycled. The same applies, for example, to the Professional filter cartridge, AquaQuell 1.5.



Environmentally friendly: the packaging of BRITA products

BRITA packaging and delivery boxes are made from at least 80% recycled paper. All paper products can be recycled and reused. The boxes in which BRITA jug water filters are packed and dispatched do not contain solvents. The glue used for the packaging is made of natural starch.

Responsibility for our staff

BRITA® fully accepts its responsibility for its staff. Company management recognises the importance of a good working environment for the success of the company.

The company expects its employees to show commitment and a sense of responsibility with regard to customers, colleagues, society and the environment. In return, BRITA gives back a great deal to its staff: a positive working environment, above average remuneration packages and social benefits, including a company pension scheme, good promotion prospects and a firmly established internal corporate communications

infrastructure. **Staff members who are capable of acting and working independently are particularly important to us.** This is something that we stress and promote. One of the important principles governing our daily work is to provide BRITA employees with the scope they require to adopt a successful and creative approach to solving new problems.



Good working environment – a factor in our success

The successful Human Resources policy at BRITA is one of the most important contributory factors to the company's long-term continual growth. Both nationally and internationally, BRITA offers its staff a positive working environment because we know that employees who feel respected, challenged and nurtured put in an above average performance. This is something that has been a great success at BRITA.

As proof, in the two markets where we have the largest number of staff, Germany and Great Britain, BRITA has received awards for being a top employer. In 2004 BRITA was awarded the TOP JOB seal of approval for small to medium-sized German companies. This award is presented to German companies in recognition of outstanding achievements. BRITA received the award for its corporate culture, Human Resource development, remuneration concepts, vision and management, culture and communication and for its family and society-orientation. Moreover, in 2004, 2005 and 2006 BRITA UK was selected by the Sunday Times and Best Companies as one of the top 50 best small to medium-sized companies to work for. Being recognised for their leadership, their culture and values and CSR activities.

Internationally, the high level of long-term employees coupled with constantly growing employee figures is a sign of a successful HR policy.

The BRITA® self-image

BRITA thrives on and promotes diversity. Over 800 people boasting 20 different nationalities work throughout the entire BRITA Group worldwide. Not only do they reflect our international focus, they also repeatedly help us to correctly assess the national conditions in the local markets and to make the right decisions.

All our employees worldwide know our corporate objectives, our strategy and our perspectives for the future. We have integrated the values within our mission statement, our long-term management principles and our corporate philosophy into our daily work. In the future, we wish to continue to meet our customers' diverse and high requirements by using innovative yet simple solutions. For this we need vision. And we have incorporated this philosophy for each employee worldwide in our self-image brochure. The principles of co-operation fixed so firmly in this document are as follows:

- Management is synonymous with setting an example
- Clearly defined and attainable objectives produce latitude
- We understand each other
- Globalism is our opportunity and future
- We offer encouragement and challenges to our employees
- We assess and reward performance
- Lifelong learning

These principles also include the definition of the kind of objective setting agreements and staff appraisals that are crucial to the successful organisation of a company and to the personal development of its staff. Moreover, most of our branches have defined national principles in staff handbooks.

»We thrive on diversity.«



We live by the motto “Think globally, act locally”. At the same time, **we promote internal staff exchanges and intercultural relationships** within the company. With this in mind, we offer our staff the opportunity to get a view of the bigger picture and to relocate to other companies within the Group. To this end, we have produced guidelines for postings abroad.

BRITA® promotes the reconcilability of career and family

At BRITA a proper balance between career and family is of high importance. Unless our staff feel comfortable with us, they cannot achieve an excellent performance. This is why we promote a good work life balance. With this in mind, in 1992, we were the very first medium-sized company in the region of Rheingau-Taunus, Germany, to establish a company kindergarten. Since 1998, the kindergarten has been operating as a registered association, BRITA Kindergartenverein e.V., where up to 15 toddlers from 18 months upwards are cared for by professionally trained staff. BRITA offers considerable support to the association in the form of donations and offers company staff advantageous conditions for places in the kindergarten. Opportunities for flexible work such as part-time hours are also available wherever possible. This corporate approach that favours both women and families, led to BRITA receiving an award as a “women-friendly company” from the Ministry of Culture in the German state of Hesse back in 1992.

Vocational training and further education: equal opportunities for everyone

BRITA is a growth-oriented company. In order to successfully meet the manifold challenges that the future offers, BRITA has adopted an international orientation. The global market for water filtration is growing constantly. New products and new technologies are developed and new target groups identified. At the same time, our customers’ expectations are even greater. BRITA is the only international water filter brand. And this is why it is so important to us to allow our staff room for personal development. In this respect, equal opportunities for all our employees is one of the fundamental principles of our corporate policy. We also attempt to reconcile the individual professional and personal plans of our staff with our corporate interests.

BRITA takes seriously its responsibility to offer vocational training. Every year we train young people as industrial clerks and then take them on in the company. We also offer trainee programmes that include periods spent abroad.

Continued development is an important factor for individuals and to maintain the innovative nature of the company. This is why we actively promote the further education of our staff, offering them both internal and external opportunities. In order to adopt this process and provide continual support in the matter, we have established staff appraisals as a tool to promote cooperation as a basis of trust and to plan career developments.

»We allow people scope and responsibility.«

The remuneration of our staff is oriented around performance and market conditions. Our remuneration packages are higher than the average and we offer various models. Moreover, we offer incentives for management and members of our field sales teams in line with local conditions.

Open dialogue with our staff

We believe in a transparent approach and maintain an open dialogue with our staff. We also promote this kind of dialogue between staff members. This open exchange of information takes place across all levels of hierarchy. In this way, we are always open to suggestions for improvements and promote the exchange of ideas. **Our motto is: allow people scope and let them accept responsibility.** Accordingly, we practice active employee participation in the company. In places where employee representation already exists, such bodies are allowed to function without hindrance in the interests of both the company and the staff. They are in permanent open, constructive dialogue with company management.

International internal corporate communications take the form of regular meetings and information events, staff circulars and the global BRITA Intranet. On a local level, information is provided to staff via a number of routes from annual conferences to team meetings and the use of notice boards.

We also look after the well-being of our staff members. To this end, we have established high international health and safety standards that far exceed the statutory minimum requirements.

Staying fit and healthy around the globe

In Poland, for example, our employees can receive medical treatment from a private clinic. In Australia and the UK, subsidised massages are available in the workplace. Additionally, in the UK, annual vaccinations against flu and “wellness weeks” are conducted. Our Japanese colleagues favour sports, sponsoring a company baseball team. In Germany, the company table tennis team is successful and a number of employees also get together for football tournaments. The head office in Germany has also been competing in the JP Morgan Chase Corporate Challenge race for years.



Programme for continued development

A new programme, “Learning with individual responsibility”, has just been launched at our head office in Germany. It gives employees the opportunity to educate themselves beyond the requirements of their job-related development. The conscious aim of this measure is to strengthen every employees’ sense of individual responsibility for self-improvement.



Responsibility for the society

Social responsibility, particularly social sponsoring has always been part of our corporate culture. Accordingly, BRITA® supports both local and international organisations. Our focus is on the social sphere, the environment, health, sports and culture.

Today, more than one billion people – mainly in Africa and Asia – do not have regular access to clean drinking water. This is one of the largest global problems of our age. As experts in water filtration, we feel particularly committed to global drinking water projects. After all, clean water is the basis of all life. This is why we want to help provide people who previously had no direct access to clean water with a supply of drinking water. One organisation that pursues this objective consistently and enduringly is UNICEF. For this reason, at the end of 2006, we embarked on an international, long-term cooperation with UNICEF.

At the beginning of 2007, BRITA started donating an annual six-figure sum to a project entitled “Drinking Water for Village Children in Vietnam”. Additional funds in the form of donations are collected within the company group at internal events and from suppliers. BRITA started supporting this UNICEF project with its Christmas donations in 2005 and 2006 and through the proceeds of an open day in July 2006. All donations are passed on directly to the German UNICEF committee.

Clean drinking water for 60,000 children in Vietnam

In the poorest regions of Vietnam, two out of three people do not have access to clean drinking water. The contaminated water quickly leads to dangerous infections and to diarrhoea that can be fatal. Many children are malnourished and are consequently susceptible to diseases. In Vietnam, UNICEF is supporting a nationwide programme to improve drinking water supplies. Particularly in central Vietnam, **BRITA is helping UNICEF to establish a lasting water-supply infrastructure and to reduce infant mortality.** This includes constructing wells and rainwater reservoirs as well as providing hygiene education. The aim of the UNICEF programme in central Vietnam is to guarantee some 60,000 children access to the vital resource of water.

The United Nations Children’s Fund aims to permanently improve basic social structures. UNICEF also attaches importance to the sustainability aspect of its projects – both training villagers to service and maintain their wells and hygiene education are a fixed part of the water programmes. Moreover, at less than ten percent of UNICEF’s administrative costs represent a very low proportion of donations. UNICEF’s efficient, project-related use of its funds has been confirmed by the German Central Institute for Social Affairs (DZI) through the award of its German Donations Signet.

“Clean water and hygiene are prerequisites if children are to survive and grow up healthily. Accordingly, we are very pleased that such a reputed partner as BRITA wants to help us in the long term to provide disadvantaged children with access to clean water.”

Dr Dietrich Garlichs, Managing Director of the German UNICEF Committee



»Clean water is a human right.«

Local aid projects are organised locally

Over the past 40 years, BRITA has supported many local initiatives. In Germany, various social and cultural institutions benefit from this responsible outlook every year, including kindergartens, schools, music clubs, development associations and organisations such as the German Red Cross. The company has also initiated humanitarian aid projects in East Europe and offered financial support to the victims of the floods in eastern Germany in 2002. The Production Department at HQ regularly supplies a total of six local disabled workshops with work via a contact in Wiesbaden.

BRITA is also active on a cultural and sporting level. In order to be able to provide national and international artists with a forum for presenting their work, BRITA offers its offices in Taunusstein as exhibition rooms. Works taken from these exhibitions that change two to three times per year are regularly included in the company art collection.

The company also sponsors professional and popular sport, in particular, the junior and senior teams at the local football team SV Wehen, which already plays professional football (southern regional league), which was promoted to the national German second division at the end of the 2006/2007 season.

In Great Britain, BRITA staff are able to decide how to use their "Good Cause Fund" to support causes which are local to the BRITA offices or close to the heart of someone at BRITA. The activities engaged by our British colleagues also include local sports clubs and projects from the fields of education, art, health and youth work. Our Japanese and Australian colleagues support vegetation planting projects such as the "Acorns Association" which is involved in the reforestation of Mount Fuji and the organisation "Greening Australia". Every year, the Swiss Christmas donation goes to local initiatives whilst Benelux also funds sporting and cultural activities. Last but not least, our French subsidiary champions a local organisation, "Action contre la faim".

"The UNICEF cooperation is part of BRITA's corporate culture. Since we are the leading global brand on the water filtration market we consider ourselves responsible for drinking water projects throughout the world. Clean water is a human right. Together with UNICEF, we want to do our best to ensure that this right is granted to children in the poorest countries."

Markus Hankammer, CEO of BRITA GmbH



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