

## Why repair when you can prevent?

BRITA Professional Filter Solutions  
Enhance your vending business's  
profitability.

# How can better water mean better business?

## Increase quality and extend the service life of your vending machines.

Every day, countless cups of hot beverages are purchased from vending machines. Taste and appearance are key differentiators. If your business wants to stand out from the crowd and win customer loyalty, you need to offer products of consistently great quality.

Coffee is a prime example. Ideally, it should match the standards today's discerning consumers expect from a barista-staffed café. However, that means more than just rich flavour – appearance, including a classic crema, also plays an important role.

In fact, preparing the perfect beverage in a vending machine requires a combination of factors. Reliable operation, attractive cups, user-friendly equipment – and a dependable source of excellent water – are all crucial to producing the right result, and the right revenue.





## Water of the finest quality – and easy maintenance.

A beverage is only as good as its ingredients. And that applies to vending machines, too. Aromatic coffee beans and fine teas are all-important. But so, too, is the water that goes into each and every cup. Water has a significant impact on the taste, aroma, and appearance of the final product.

BRITA's PURITY filtration systems turn mains water into a liquid ideally suited to the specific needs of your vending machine – no matter what the composition of local supply. The filtered water contains a balanced mix of minerals, such as calcium and magnesium. It has the ideal hardness for brewing hot beverages such as coffee. And any unwanted elements that could negatively impact or mask aroma and taste are removed.

In addition, BRITA's filtration systems have been designed for ease of operation and maintenance. Installation and servicing, including filter replacement, are simple and intuitive. BRITA Professional products offer a variety of tried-and-tested features: a pivoting wall mount for the filter head enables cartridges to be replaced quickly and smoothly, without special tools. The hoses remain attached to the filter head, and the machine can continue to operate thanks to an integrated bypass system. An convenient interlocking ensures that. Moreover, the filter can be rinsed and drained at the touch of a button – with no risk of water leakage.



## High beverage quality, high equipment availability – the recipe for success.

BRITA's PURITY filtration systems improve the quality of the water used to prepare hot beverages in your vending machine. Moreover, BRITA-enhanced water extends the service life of your equipment. All key components that come into contact with water are reliably protected against limescale and deposits of unwanted minerals, such as gypsum. By guarding against damage in this way, you can increase the operational availability of your valuable equipment. And by avoiding repairs and reducing maintenance effort, you generate savings that boost your bottom line.

BRITA Professional PURITY filtration systems help ensure your beverages are of consistently high quality, and prolong the life of your equipment – contributing to a more profitable vending business.

And in addition to its broad range of water-filtration products, BRITA offers a comprehensive maintenance concept. We have extensive hands-on experience of your industry. As a result, we understand that the combination of excellent service – provided by trained professionals – and user-friendly technology is key to ensuring high equipment availability. Our skilled team and proven approach streamline maintenance and enhance efficiency.

## PURITY – professional-grade filtration for vending machines.

All filtration systems from the PURITY family meet the same standards: to ensure optimum water quality, the highest product safety and simple operation for various applications and water conditions.

### Outstanding quality: day in, day out.

Each PURITY filtration system comprises perfectly matched components suitable for a variety of tasks.

- Decarbonising filters reduce carbonate hardness for reliable machine protection and ensure the ideal mineral composition – by up to 70 % in conjunction with bypass options
- Pure activated carbon filters remove unwanted taste and aroma elements and retained particles for the best results
- A unique flow control and innovative IntelliBypass® technology contribute to consistent water quality over the entire life of the filter

### Excellent product safety and durability.

- Carefully tested pressure vessels, an audible locking catch mechanism and visual safety symbols ensure the highest possible product safety
- 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 and easy to use.

All filters need to be replaced at some point. With this in mind, we at BRITA design our products for ease of maintenance – and ease of use. And thanks to intelligent, proven technology, our PURITY filtration system is just that.

- Filter replacement is possible without special tools
- Water bypass in the PURITY C heads – the machine continues to operate while cartridge is being replaced
- Simple filter rinsing and draining by means of integrated flushing valves in the filter head make maintenance and operation simple and convenient
- Operation of almost all filters is possible both vertically and horizontally



## PURITY C iQ – The first data-controlled water filter system

PURITY C iQ is more than a filter cartridge. It is a solution that combines a filter, a filter head and an online cloud-based portal to deliver accurate data on key parameters in real time – giving you actionable information for better decision-making and enhanced predictive maintenance. That, in turn, helps you safeguard equipment against limescale, ensure consistent cup quality, and cut costs through greater service efficiency.



## PURITY – portfolio of filtration products.

This is an overview of the complete range of PURITY filtration products, designed specifically for use in vending machines. BRITA Professional has the right solution for you, providing the ideal water for your needs – no matter what the composition of your mains supply.



### PURITY Quell ST

### PURITY C Quell ST / PURITY C iQ

### PURITY C Finest / PURITY C iQ

Technology

Decarbonisation

Decarbonisation

Softening

Application

Specially developed for use in catering and vending sectors, for instance coffee machines and bakery equipment

Authentic espresso results from perfect water

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\*

Main benefits and differentiators

- Reduce unwanted elements that affect taste and aroma
- Provide optimum product quality
- Maximum product safety for uninterrupted operation and safe use
- Always the right decision if high flow rates are required
- Impressive simple handling and fitting even in tight installation conditions
- PURITY C iQ: Easy installation, complete control and transparency thanks to the data-driven iQ water filtration system.
- Optimised water for espresso preparation and optimum machine protection
- A thick, golden-brown crema that lasts
- Optimum results for all espresso based coffee specialities
- Reduction of elements that negatively affect aroma and taste
- Reliable protection for professional coffee machines from limescale and gypsum deposits
- PURITY C iQ: Easy installation, complete control and transparency thanks to the data-driven iQ water filtration system.

Results

- Reliable reduction in the carbonate hardness and thus limescale
- Outstanding and consistent water quality – free of unwanted taste and aroma elements

Unique, intensive espresso taste with full body and authentic aroma



### PURITY C1100 XtraSafe

Total demineralisation

This cartridge delivers targeted protection against corrosive water for coffee and steaming-making equipment.

C1100  
User-specific capacity calculation via BRITA Professional Filter Service App

- Specially designed for water high in salts and gypsum
- Dual defence: two ion exchangers protect your equipment against corrosion, limescale and gypsum deposits
- Filtration bypass settings are tailored specifically to steaming food and brewing coffee

Make great coffee and steamed dishes, and extend the life of your equipment – even where mains water is high in salts and gypsum.



### PURITY C50 Fresh / PURITY C iQ

Activated carbon filtration

Professional water optimisation especially for hot water in soft water areas

C50  
15,000 l\*

- Reliable protection and 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

Experience pure coffee enjoyment; fresh water for hot coffee delicacies



### PURITY C1000 AC PURITY C iQ

Activated carbon filtration

The filter cartridge reliably retains residues in the water that can negatively affect the taste, aroma or appearance of the end product

C1000  
10,000 l\*

- All raw water is filtered – no cloudiness and the best taste and aroma in the end product
- Particles are retained down to 0.5 µm in accordance with NSF Standard 42
- Protection of equipment – significantly reduced machine downtime

Optimised water for refreshing drinks

\* 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.

\*\* Not available for PURITY C iQ

BRITA filters should only be used with water of potable quality.

# BRITA Recycling Program



Environmental protection and recycling are part of the BRITA corporate philosophy. As early as 1992, we established a recycling programme for our filter cartridges – the first in our industry. Our plant in Taunusstein, Germany, processes cartridges from both the hospitality industry and private households.

Learn more about the BRITA Recycling program: [brita.co.uk/recycling-professional](https://brita.co.uk/recycling-professional)

# BRITA Professional Filter Service App

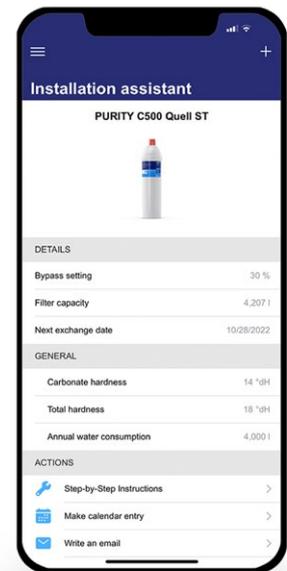


The Filter Service App is your ideal assistant. This unique, comprehensive tool helps determine the right type and size of filter for your precise needs. It provides detailed installation guidance for service engineers, calculates when cartridges will need replacing – and has a wealth of other, innovative capabilities.

Download for free on



Or visit <https://professional.brita.net/app>



## What's in your water? BRITA can help you determine your water's composition – and tailor it to your unique needs.

For more information please contact:

### BRITA Water Filter Systems Ltd.

BRITA House | 9 Granville Way | Bicester | OX26 4JT | United Kingdom  
Tel.: +44 844 742-4990 | Fax: +44 186 936-5962  
[clientservices@brita.co.uk](mailto:clientservices@brita.co.uk) | [www.brita.co.uk](http://www.brita.co.uk)

### BRITA Water Filter Systems Distributors Pty Ltd

Suite 2, Level 9, 123 Epping Road | Macquarie Park, NSW, 2113 | Australia  
Tel.: +61 1300 955-021 | NZ: 0800 482-008  
[professional@brita.com.au](mailto:professional@brita.com.au) | [www.brita.com.au](http://www.brita.com.au)

### Headquarters: BRITA SE

Heinz-Hankammer-Straße 1 | 65232 Taunusstein | Germany  
Tel.: +49 6128 746-0 | Fax: +49 6128 746-5033  
[info@brita.net](mailto:info@brita.net) | [www.brita.net](http://www.brita.net)