



Every day you are faced with new challenges in your work.
From now on, you needn't worry about water quality.



PURITY Quell ST (sizes: 450, 600, 1200)

The PURITY Quell ST with 3 different filter sizes ensures the reliable removal of limescale-forming substances, as well as unwanted odour and tastes, so offering optimal product quality and long machine running times. The ideal solution for everyone hoping to satisfy even the most demanding quality requirements. Keeping machines running effectively and without breakdown, and customers coming back time and time again!



PURITY Quell GY (sizes: 600, 1200)

The PURITY Quell GY has been specially developed to provide a professional solution for hot drinks including problematic water that also tends towards gypsum deposits. The innovative filter medium targets gypsum-forming substances in the water. The result is high-quality water offering users BRITA's well-known benefits – long machine running times and optimal product quality. The ideal solution for all applications where, in addition to the removal of limescale, the removal of gypsum is also required to deliver the optimum quality of water.



PURITY C Quell ST (sizes: C50, C150, C300, C500)

BRITA's PURITY C Quell ST filter cartridges have been specially developed for use in the catering, vending and coffee sector to reduce the carbonate hardness in drinking water, thus avoiding scale deposits in the upstream appliance. The PURITY filter removes heavy metal ions such as lead and copper. Whilst also reducing cloudiness, organic impurities and chlorine that impair the quality and taste of the filtrate including the by-pass water.



PURITY C1000 AC

Thanks to its fine-pored activated carbon block, the PURITY C1000 AC filters unwanted tastes and odours, in particular small particles of up to 0.5 µm in line with NSF Standard 42, as well as impurities resulting from installation, out of the water. PURITY C1000 AC was developed specifically for vending systems, plumbed in water dispensers and coffee machines.



AquaAroma

Reliably prevents scale deposits. Specially designed for use in mobile coffee machines or retrofitted tank systems (gravitation mode).



AquaSmart

Uses a special mineral granulate to treat very soft water or water originating from reverse osmosis systems and stabilises the pH value.



AquaAroma CREMA

Cartridge for coffee machines with a cartridge seat at the tank outlet (suction mode). Targeted reduction of carbonate hardness in water.

Quality Assurance Every Time!

The food grade quality provided by BRITA water filter products is tested and monitored by independent institutions. The PURITY systems bear the test symbols TÜV, SVGW, WRAS, VA, and other national quality marks. And it goes without saying that the electronic components are CE-certified.

That is safety for you – signed and sealed!

In over 40 years the name BRITA has become synonymous with water quality. Expertise, know-how and above all passion and enthusiasm have made our family firm the world market leader for domestic water filters. In over 70 countries worldwide people trust and enjoy the benefits of BRITA filtered water.

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A hit with not only customers.
But your machines as well.

BRITA PURITY filter systems – for efficiency
and profitability in the coffee business.



Water – Essential for Enjoyment.

Drinking water satisfies the highest quality requirements. Yet even water of the highest quality can contain a high level of carbonate hardness, depending on local conditions. This level of carbonate hardness can have a number of consequences, not only adversely affecting the aroma and flavour of coffee but also shortening the life of important machinery – both of which can lead to falling sales.

Avoid disappointed customers and high machine maintenance costs!

Scale deposits on important machine parts and inconsistent or poor drink quality are the result of failing to treat water or not treating it to optimum effect. As water has such an important influence on the aroma, flavour and the appetising appearance of hot and cold drinks.

Good coffee needs good water.

The perfect water for coffee has balanced levels of minerals such as calcium and magnesium, an adequate level of total hardness and a certain (low) level of carbonate hardness. Only then can coffee develop its full aroma. The crema remains stable while flavour enhancers such as milk or cream are distributed evenly. The perfect appearance largely depends on the water quality, because no matter how different the coffee specialities may be, many of them are almost 98% water!

Quality and consistency - the essential ingredients for success in the coffee Business

BRITA filtered water has precise, reliable properties. When preparing coffee, tea and other drinks this means: Carbonate hardness is carefully reduced, while all minerals needed to develop flavour are retained.

The quality of your coffee is in your hands. And from now on the quality of your water as well!



Coffee – a success story with a future

Espresso, ristretto, cappuccino, latte macchiato – business with the brown bean is booming: coffee bars and shops mean that new forms of consumption outside the home are growing, and people are enjoying increasing varieties of coffee.

Today, entirely new creations are joining the classical breakfast coffee and international specialities. And that's what customers expect: greater variety and service, top quality ingredients and a consistent preparation and result.

Deliver your customer expectations and ensure the smooth running of your machine

For a profitable future in the coffee business!

Reduce your operating costs!

BRITA PURITY filter systems not only improves the quality and flavour of the food and drink you prepare, but also your business profitability. Minimising costly downtimes for your machines while lengthening the life of expensive equipment. Service costs and maintenance are reduced, energy is put to better use and coffee powder dispensed to optimum effect. Saving you money!

For your equipment.

- The risk of limescale deposits on machines is minimised
- Preventive maintenance is possible
- Service costs are significantly reduced

For your sales.

- Your coffee offers consistent quality
- Your customers are satisfied
- You encourage lasting loyalty among existing customers and easily attract new ones as well

For your customers.

- They enjoy full flavour and aroma
- Strong, stable crema
- Appetising drinks as the milk and cream do not separate