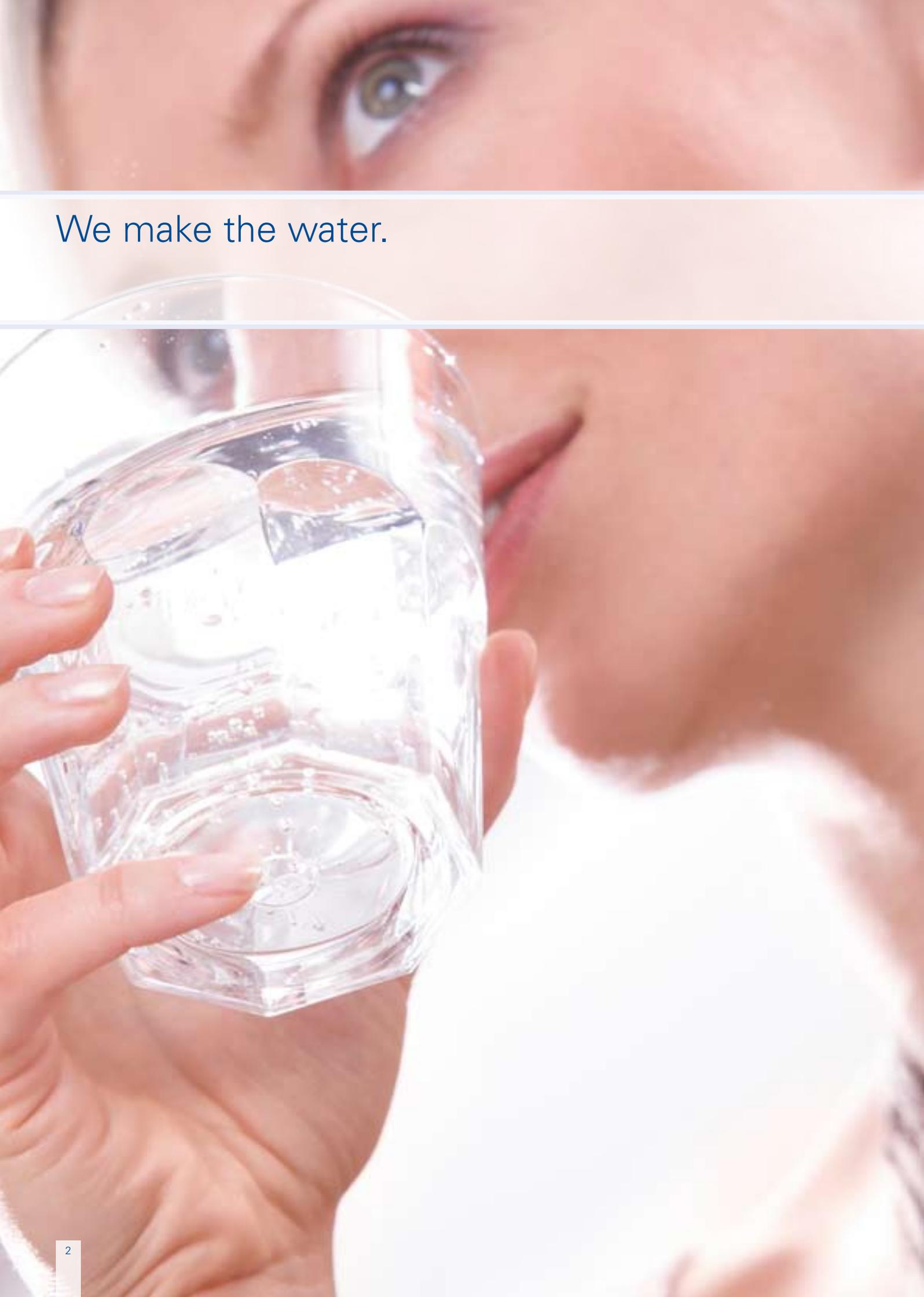




## The BRITA PURITY family

One technology. A wide range of solutions.

- Optimal water quality
- Highest level of product safety
- Simple handling



We make the water.



# Flexible, efficient, cost-effective: PURITY.

## Optimum water quality.

*Your advantages:*

- Consistent water quality over the entire life of the filter
- Safe machine protection
- Free from undesired odour and flavours
- Improved quality of drinks and dishes and optimal cleaning results
- Satisfied customers who come back
- Significant reduction of service costs

*Our service to you:*

- Unique flow system
- **IntelliBypass** Technology
- Perfect, inter-coordinated filter media and components

## Highest level of product safety.

*Your advantages:*

- Safe handling
- High level of operating security
- Convenient and precise operating data recognition
- Enabled for telemetry

*Our service to you:*

- Visual safety symbols
- Audible lock engagement
- Stable metal pressure vessel, bursting pressure tested
- Certified safety through independent institutions
- Leading Advanced Control System technology (**ACS technology**)

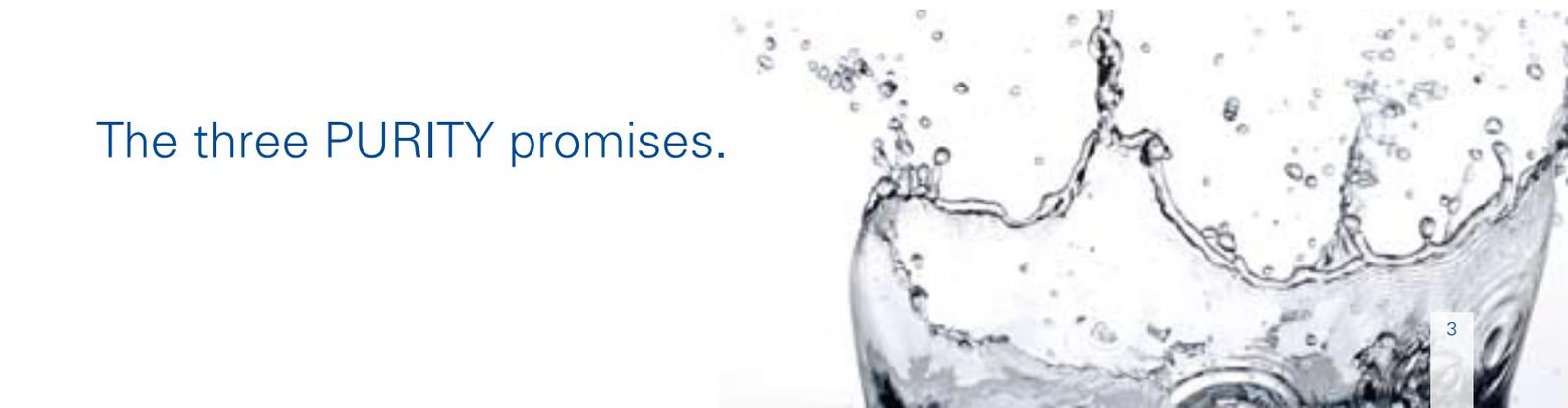
## Simple handling.

*Your advantages:*

- Quick, tool-free filter replacement
- No need to switch off water during maintenance
- Simple pre-rinsing and bleeding
- Vertical and horizontal operation possible
- High level of stability with no additional fixing

*Our service to you:*

- **Quick-Lock** System
- Optional: integrated stop valve on the inlet side
- Flush and stop valve integrated on the outlet as standard
- Tightly packed filter bed



The three PURITY promises.

# We keep our promises. This technology makes it possible.



## For water quality fulfilling even the highest requirements.

### Unique flow system

The even flow helps prevent undefined mixed water build up and guarantees constant reduction of the carbonate hardness. The distributed, flat crude water flow forms parallel, equal length and ideal flow paths which enable the filter medium to be utilised fully and evenly from top to bottom.

*IntelliBypass* A volumetric-flow independent by-pass water proportion ensures constant water quality, particularly for low flow rates (for small-volume drinks e.g. espresso).

Everything's perfect – the combination and interplay of the filter media and components necessary for the relevant application.

## For filters, which guarantee the highest possible safety.

Clear, easy-to-understand symbols on the filters which support safe handling during installation, maintenance and filter exchange.

Clearly audible sound to signify that the head has engaged securely with the pressure vessel – there is no doubt that the filter system is locked securely.

The use of stable and robust material guarantees a long service life of the filter (10 years) – all containers are subjected to static and dynamic stability tests.

The food quality afforded 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!

### (ACS technology)

Innovative measuring and display units with precise data measurement and digital display for convenient and precise operating data recognition, flexible accessories such as the remote display, and telemetry capability.

## For users who appreciate simple and convenient operation.

### Quick-Lock

A touch of a button and a twist is all it takes to open the filter.

BRITA hose sets can be used without switching off the mains water supply.

Commissioning and all maintenance work can be carried out directly on the filter without the use of tools, saving time and costs.

Depending on the space available, the compact filter bed enables the filter to be operated horizontally with the same capacity and consistent high water quality.

# From coffee machine to dishwasher – areas of application.



## Coffee

The demands are high: optimum aroma and taste, stable crema, even distribution of flavour enhancers, such as milk, cream, etc. – an experience for all the senses. BRITA water filters enable optimal water quality for successful presentation.



## Vending

Give your customers speciality coffee, tea, soup and cold drinks with that extra taste and save on the majority of service trips. With BRITA water filter systems in your machines, you can be reassured that your machines are safe from scale and you can save both time and money.



## Combi ovens & conventional ovens

Don't just cook and steam with water – use BRITA water and create dishes to treat the eyes and palate. Wonderfully light and fluffy baked goods, tasty crusts and crispy vegetables which just beg to be eaten. Your machines are operated so gently that they remain in good working order for a long time with no additional maintenance required.



## Dishwashers

A major factor for hygienically clean and shining dishes is the quality of the water used to clean them. BRITA filters give any water – irrespective of the regional origin and contents – the same precise, reliable properties. Use BRITA filters for the best possible quality and for shining results.

# PURITY. Or as the experts call it: a new generation in water filtration.

## The PURITY concept.

The PURITY concept is based on a simple idea: A specific filter from the PURITY family tailored to offer a solution for every problem within the commercial food and beverages sector.

## The building-block system.

BRITA has developed a building-block system which enables a rapid solution to problems based on the pressure vessel replacement cartridge principle – open pressure vessel, insert problem solution, close pressure vessel – one of a kind! PURITY makes every water related issue a thing of the past.



## Your advantages:

- **One technology:**  
Installation, handling and filter replacement always follow the same principle.
- **Reduces cost and promotes business:**  
High utilisation of the filter medium with the highest filter quality and low maintenance requirements on machines.
- **Simple filter replacement:**  
The **Quick-Lock** principle enables simple filter replacement directly on the filter without the use of tools.
- **Flexibility from one system:**  
the ideal individual filtration solution for all your requirements.

# One technology. A wide range of solutions.

A filter solution for every application and every water problem.



PURITY Quell ST

Decarbonisation  
Sizes: 450, 600, 1200



PURITY 1200 Clean

Partial demineralisation  
Sizes: 1200



PURITY 1200 Clean Extra

Total demineralisation  
Sizes: 1200

**NEW**  
44% higher capacity and performance  
**> 5.000 Liter**



PURITY Steam

Partial demineralisation  
Sizes: 450, 600, 1200

\* Advanced Control System



PURITY Quell GY

Prevention of gypsum deposits  
Sizes: 600, 1200



We are constantly developing.  
Look forward to new solutions.



## All-round protection for your machine and products: PURITY Quell ST



The PURITY Quell ST with 3 different filter sizes ensures reliable removal of limescale-forming substances, as well as undesired odour and flavours, offering optimal product quality and long machine running times.

*The ideal solution to fulfill even the highest quality requirements for guests and machines.*

### PURITY Quell ST

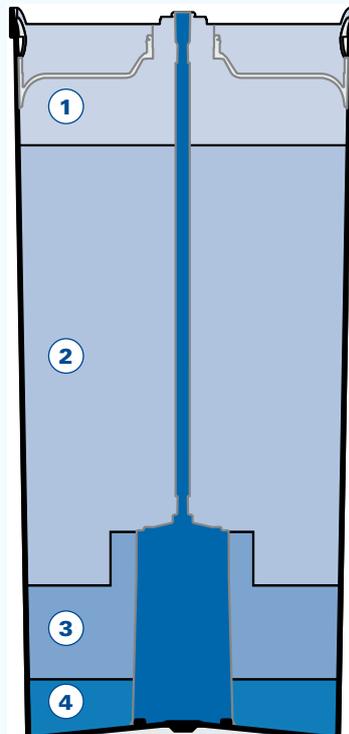
Filtration takes place in four stages:

#### ① Pre-filtration

A pre-filtration fabric at the entrance to the filter collects coarse particles such as sand and ensures optimal utilisation of the downstream filter media with even flow streams.

#### ② Carbonate hardness reduction

The PURITY Quell ST filter medium specifically reduces carbonate hardness. This helps to prevent unwanted limescale build-up.



#### ③ Activated carbon filtration

All the water – including water that is directed via the by-pass setting – runs through a BRITA activated carbon filter. Unpleasant odours and tastes are eliminated.

#### ④ Fine filtration

At the end of the filtration process, a fine filter retains particles as small as 10 µm.



### The task:

Limescale and undesired odours and flavours can develop very quickly in hot water applications. This is especially so when using raw water with high carbonate hardness. The result is high service costs, reduced product quality, and often unsatisfied guests.

### The solution:

PURITY Quell ST filters, with their individual filter media designed to specifically combat this problem, ensure long-term protection for machines against limescale build up and guarantee high quality products which will have your customers coming back time and time again.



## Washing dishes can really be this good! PURITY 1200 Clean



The PURITY 1200 Clean with individual filter media removes limescale-building ions from crude water. The result: partially demineralised water of the highest quality.

*The ideal solution for professional washing of cutlery, glasses and white dishes for raw water with a high carbonate hardness and **unproblematic additional mineral content.***

### PURITY 1200 Clean

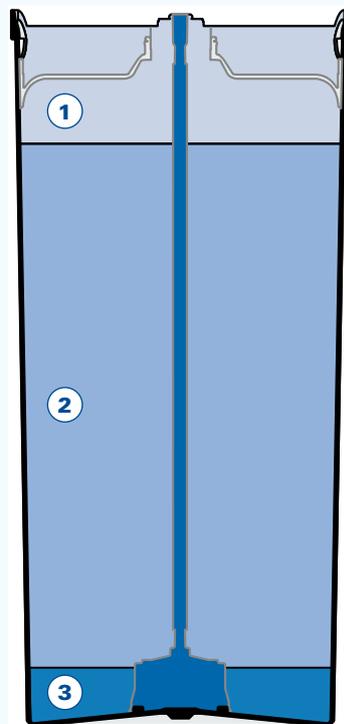
Filtration takes place in three stages:

#### ① Pre-filtration

A pre-filtration fabric at the entrance to the filter collects coarse particles such as sand and ensures optimal utilisation of the downstream filter media with even flow streams.

#### ② Carbonate hardness reduction

The improved PURITY Clean filter medium specifically reduces carbonate hardness. This helps to prevent unwanted limescale build-up.



#### ③ Fine filtration

At the end of the filtration process, a fine filter retains particles as small as 10 µm.

### The task:

High carbonate hardness levels in raw water causes limescale to build up very rapidly on vital dishwasher parts. This results in higher service costs and, above all, unhappy guests, as the quality of the dishes no longer meets expectations.

### The solution:

The PURITY 1200 Clean partial demineralisation filter has a filter medium that is specially designed to offer long-term protection against limescale build-up in your machine and on your dishes. Cost-intensive servicing or machine breakdown times are a thing of the past with PURITY 1200 Clean. What's more, the hot water suitability of the filter system (up to 60°C) also reduces energy costs.



# Gleaming crockery – beaming guests! PURITY 1200 Clean Extra

**NEW**  
44% higher capacity and performance  
**> 5.000 Liter**



The PURITY 1200 Clean Extra with individual inter-connected filter media ensures targeted removal of ions responsible for building limescale, smears and marks. The result: Fully demineralised water of the highest quality.

*The ideal solution for professional washing of high quality cutlery, sophisticated glasses and fine dishes for raw water with a high carbonate hardness and high additional mineral content.*

*Benefit from the improved capacity of the new PURITY Clean Extra.*

### PURITY 1200 Clean Extra

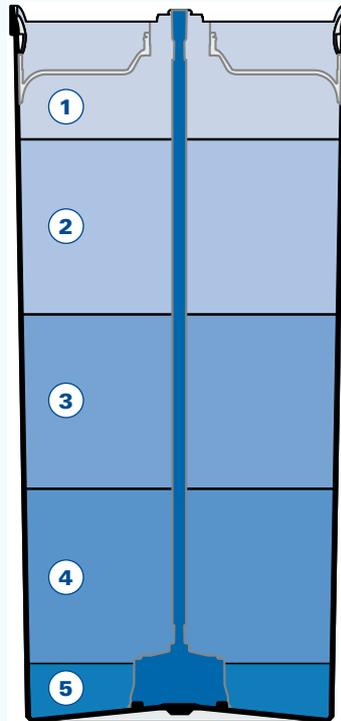
Filtration takes place in five stages:

#### 1 Pre-filtration

A prefiltration fabric at the entrance to the filter collects coarse particles such as sand and ensures optimal utilization of the downstream filter media with even flow streams.

#### 2 Carbonate hardness reduction

The improved filter medium specifically reduces carbonate hardness. Eliminating certain ions from the water prevents unwanted limescale build-up.



#### 3 Permanent hardness reduction

This level eliminates permanent hardness and non-hardness-forming ions (cations).

#### 4 Anion reduction

This filter medium eliminates the remaining ions (= anions).

#### 5 Fine filtration

At the end of the filtration process is a fine filter which retains particles of up to 10 µm.



### The task:

High carbonate hardness levels in raw water cause limescale to build up very rapidly on vital machine parts when higher rinse temperatures are used. Depending on the concentration of other minerals in the crude water, the washing cycle often leaves glasses and cutlery in particular covered in smears and marks, which need to be laboriously polished away by hand. This polishing often results in costly glass breakages.

### The solution:

The PURITY 1200 Clean Extra total demineralisation filter with its unique and innovative filter medium composition offers optimum quality for cutlery, glasses and crockery. The presence of limescale, smears, marks and glass breakages after washing is a thing of the past, as are expensive refill activities for regenerating conventional water treatment systems. What's more, the hot water suitability of the filter system (up to 60°C) also reduces energy costs.



# Optimal conditions for steaming and baking! PURITY Steam



The PURITY Steam with individual filter media removes limescale-building ions from raw water. The result: partially demineralised water of the highest quality.

*The ideal solution for creating unique dishes in an impeccably functioning device, which remains protected from limescale and provides the highest performance over a long period of time.*

*Profit now from the astounding capacity of PURITY Steam!*

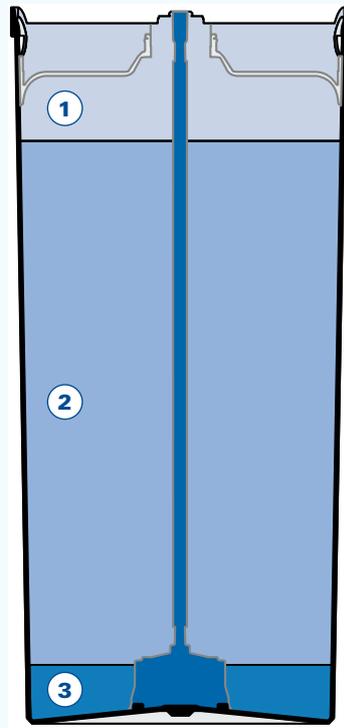
## PURITY Steam

Filtration takes place in three stages:

### ① Pre-filtration

A pre-filtration fabric at the entrance to the filter collects coarse particles such as sand and provides the unique PURITY flow concept, which ensures even use of the full capacity – regardless of water flow rates and pressure impacts.

### ② Carbonate hardness reduction



### ③ Fine filtration

At the end of the filtration process is a fine filter which retains particles of up to 10 µm.



## The task:

Sensitive devices with ultra-fine nozzles, through which the steam, essential for ensuring perfection is directed, require particular attention. Even the smallest blockage of the fine pipes reduces the quality of the end product during baking and cooking and must be removed, as it costs time and money. Deposits in the cooking space have a negative effect on the cooking result and require additional cleaning.

## The solution:

The PURITY Steam was developed especially for the sensitive devices in the steamer and enables long-term and reliable high quality performance while protecting the machine.



## Gypsum deposits are a thing of the past! PURITY Quell GY



The PURITY Quell GY was specially developed to provide a professional solution for hot water applications (coffee/espresso and vending) affected with water containing gypsum deposits. The innovative filter media offers targeted removal of gypsum-forming substances from the water.

The result: high-quality water offering the user all the well known BRITA advantages – long machine life and optimal product quality.

*The ideal solution for all applications, for which being free from limescale is not sufficient to fulfill the highest quality expectations.*

### PURITY Quell GY

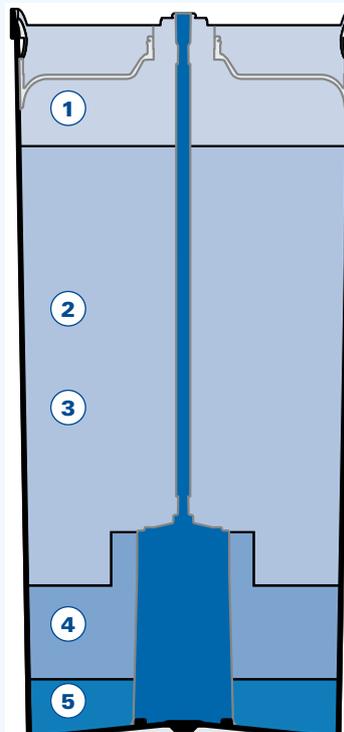
Filtration takes place in five stages:

#### ① Pre-filtration

A pre-filtration fabric at the entrance to the filter collects coarse particles such as sand and ensures optimal utilisation of the downstream filter media with even flow streams.

#### ② Reduction of gypsum-building ions

The PURITY Quell GY filter medium offers targeted removal of both carbonate hardness and gypsum-building ions from water. This helps to prevent unwanted gypsum build-up.



#### ③ Reduction of carbonate hardness

The improved PURITY filter medium specifically reduces carbonate hardness. This helps to prevent unwanted limescale build-up.

#### ④ Activated carbon filtration

All the water – including water that is directed via the by-pass setting – runs through a BRITA activated carbon filter. Unpleasant odours and tastes are eliminated.

#### ⑤ Fine filtration

At the end of the filtration process, a fine filter retains particles as small as 10 µm.



### The task:

Among the many different types of drinking water found in the various regions, it is possible to come across particularly problematic water. Water which tends to cause gypsum formation in machines in the hot-drinks sector, which have the same negative effects as limescale and results in additional cost for the user. Crucial machine components become impaired by gypsum build-up, resulting in machine down times.

### The solution:

The PURITY Quell GY especially offers a solution for this type of water and solves this issue very successfully. Once the water is measured (test kit available) and the gypsum content is confirmed, the solution is child's play – PURITY Quell GY.

# Two minutes for your new water filter.



## It has never been so easy.

PURITY filters are based on the simple interchangeable cartridge principle, which makes changing the cartridge child's play. All you need: a new filter cartridge, the sticker supplied with it, and two spare minutes.

## Quicker, easier and hassle free!

With the integrated water stop valve in the standard inlet hoses of the PURITY filter (with outlet hose available as a set), the filter cartridge is changed in no time at all – directly on the filter without the use of tools and in just a few steps. When the valve is closed, the pressure valve can be opened easily via the innovative *Quick-Lock* principle.

Remove the pressure vessel lid, take out the used cartridge, insert the new cartridge and replace the lid: done! And it only takes two minutes.

Then simply flush the new cartridge using the flushing tap on the pressure vessel lid. All hoses remain connected. This means that you don't need to go to the hassle of disconnecting and reconnecting the filter – saving a great deal of time. Write the installation date on the sticker, which you then stick on the outside of the pressure vessel.



Replacement cartridge  
e.g: PURITY 1200  
Clean



Enter the installation date on the sticker and ...

...stick it on the pressure vessel.

# Maximum operating comfort and complete control at all times

## The electronic measuring and display unit

Quality monitoring „live“!

## Reliable monitoring during operation

ensuring easy and reliable planning for the next filter change.

## Uncomplicated, user-friendly & reliable!

Your individual data is entered just once in one easy step (local carbonate hardness, device type and by-pass).

## In operating mode: a full overview!

Then simply flush and the system automatically calculates the capacity of the cartridge used.

All important data can be read conveniently on the clear display unit:

- Current remaining capacity in litres
- Carbonate hardness setting
- Date of first commissioning
- By-pass water proportion

This means that you always have full control over the current filter status! The electronic display guarantees use of the whole filter capacity!



PURITY water filter systems are also available *without* display electronics for use with appliances with integrated volume measurement.



## Even more operating comfort and clarity – the remote display

This accessory makes laborious reading on the filter installation site a thing of the past – simply assemble the remote display in a clearly visible position and all data is available in one place and at eye level. Telemetry can also be used with the remote display (remote data query).

## Get to know your water

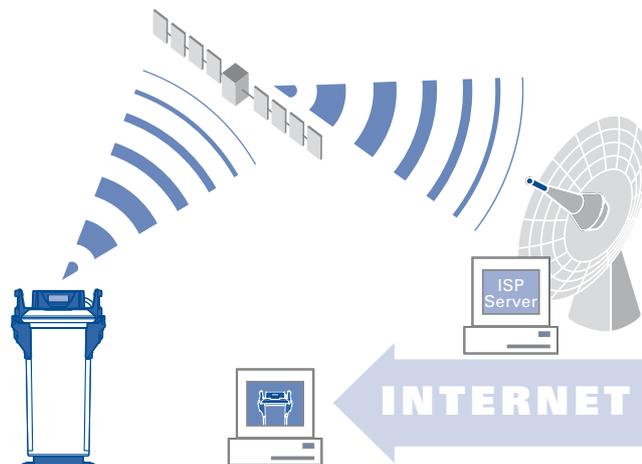
Order the BRITA test kit and get to the route of your water problem! Contact us



# Safer and more efficient with telemetry!

We have upgraded the display electronics of our PURITY systems and made them compatible with telemetry\*: The display unit sends all relevant system data to the telemetry module. From there, the data is sent via GMS/GPRS over a satellite to a server, and you can easily monitor and analyse your systems online with special software.

\* only in conjunction with the remote display



## You receive:

- Up-to-date information on the status of your filter systems
- Warning notice for pending burnout, fault or timeout
- Tabular list of the systems according to postcode, installation or change date, etc.

**That is state-of-the-art filter management!**

## This means marked advantages for you:

- Losses are minimised
- Fault analysis and software updates are online
- Your deployment and personnel planning is optimised
- On request, we can also send you a warning message as a text to your mobile phone (depending on the software used)
- Using telemetry, you can also monitor and control the coffee machine, e.g. call up consumption data or change recipes.

**An investment that is worthwhile!**



Water is not everything, but everything is nothing without water – two-thirds of the human body is made up of this element. Drinking water is the most important food and the basis for a high standard of hygiene. Drinking water is indispensable in the production of many foods. Unfortunately, the composition of the tap water in many regions of the UK and Europe is not optimal.

But there is: BRITA, with over 40 years of experience in the field of water filtration. BRITA filters optimise the quality of the water, reduce the carbonate hardness and any heavy metals resulting from domestic plumbing, thus ensuring untroubled enjoyment.

For more information:

BRITA Professional GmbH & Co. KG  
Heinrich-Hertz-Straße 4  
D-65232 Taunusstein  
Tel: +49 (0)6128 / 746-0  
Fax: +49 (0)6128 / 746-5010  
professional@brita.net  
www.brita.net

BRITA Professional  
BRITA House  
9 Granville Way  
Bicester  
GB – Oxfordshire OX26 4JT  
tel: +44 (0)844 742 4990  
fax: +44 (0)844 742 4902  
clientservices@brita.co.uk  
<http://professional.brita.co.uk>

