



**A CUP OF COFFEE  
IS 98 % WATER.  
YOU FILTER THE  
COFFEE - WHY NOT  
THE WATER?**

**WITH BRITA PROFESSIONAL.**

Better water for your business - the ideal  
basis for great coffee, bread and pastries.



**BRITA®**

**THINK YOUR WATER**

# EVER THOUGHT ABOUT HOW YOUR WATER AFFECTS THE TASTE OF THE COFFEE YOU MAKE?



## **BETTER CREMA, FINER AROMA, IMPROVED TASTE - WITH THE RIGHT WATER.**

Although invisible to the naked eye, certain elements in tap water influence the taste, consistency and appearance of coffee. And the results can interfere with your barista's art – and your customer's satisfaction. To ensure your café or restaurant guests enjoy the the best possible quality, it makes sense to tailor the water to the task at hand. If the coffee tastes bitter, overly soft water is generally the culprit. But excessively hard water prevents the aroma from developing, resulting in blandness.





## Delicious water makes for delicious coffee.

Coffee is part and parcel of our modern lifestyles. With BRITA filtration systems, it is possible to optimise tap water for coffee making, whatever the mineral composition of the local water supply. The filtered water contains a balanced mix of minerals, such as calcium and magnesium. And it has the ideal hardness level for brewing coffee, with a low yet sufficient degree of carbonate hardness. Any unwanted elements that could impact or mask the aroma are removed.



## Protect your equipment - and your bottom line.

Not only can BRITA filtration systems improve the taste of your beverages, BRITA-enhanced water also extends the service life of your coffee-making equipment. All key components are reliably protected against limescale and deposits of unwanted minerals, such as gypsum.

By guarding against damage in this way, you increase the reliability and operational availability of your coffee machines. And by avoiding repairs and reducing maintenance effort, you generate savings that boost your bottom line. Plus the comprehensive range of BRITA water filters means you can be sure of finding the right solution for your business.



# HOW DOES WATER QUALITY AFFECT TASTY BAKED TREATS?



## **BAKING AND WATER GO HAND IN HAND.**

If bakeries are to survive and thrive in today's fiercely competitive environment, they must serve freshly made, attractive goods. To ensure first-rate results every time, the quality of the dough is key – and the water composition, too, must be just right. A dependable supply of high-quality water is vital to the operation of any modern bakery. More than just an ingredient, it plays a crucial role in many processes involved in creating crispy bread rolls and other delicious baked products.

For example, water is used in the steaming process that gives that lovely sheen to light and fluffy baked goods. And when dishwashers are subject to constant heavy use, the right water composition can ensure sparkling results – without creating limescale or leaving residue on the items being washed.





**Better water means better baked goods – and a more profitable business.**

PURITY, the range of filtration products from BRITA Professional, caters to a wide range of bakery tasks. Filtration remains constant over the full life cycle, consistently tailoring the water's mineral composition to the task at hand. As a result, you can reliably achieve excellent results when it comes to your baked goods. What's more, you can avoid the need for costly repairs, too. Delicate steam nozzles and other components found in expensive bakery equipment are protected against limescale and the damage it can cause. And by focusing on prevention instead of cure, you save time, hassle and expense – enhancing the profitability of your bakery.

## **PURITY – THE WATER FILTRATION SYSTEM FOR PREMIUM RESTAURANTS.**

All filter solutions 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 systems comprises perfectly matched filter components suitable for a variety of tasks.

- Decarbonising filters reduce carbonate hardness for reliable machine protection as well as offering the optimum mineral composition for the respective application – with bypass options up to 70 %
- Pure activated carbon filters remove unwanted taste and aroma elements as well as retaining particles for the best results
- A unique flow control as well as the innovative IntelliBypass® technology lead to constant water quality over the entire life of the filter

### **Excellent product safety and durability.**

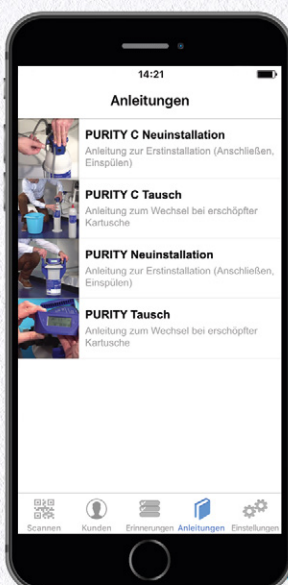
- Carefully tested pressure vessels, an audible locking catch mechanism and visual safety symbols ensure the highest possible product safety
- Precise data logging using an innovative measurement and display unit with Advanced Control System (ACS) technology

- 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. With this in mind, we at BRITA design our products to be easy to use, and easy to maintain. And thanks to intelligent, proven technology, our PURITY filtration system is just that.

- Filter replacement is possible without tools
- Water shortcut in the PURITY C heads – the machines continue to run if the cartridge is not installed
- Simple rinsing and bleeding of the filter by integrated flushing valves in the filter head make handling and operation simple and convenient
- Operation of almost all filters is possible both vertically and horizontally



### **Filter management app**

Download our BRITA Professional FilterManager app for free and receive reminders for your next filter replacement – automatically, wherever you are. For smartphones and tablets.



For more information, please visit:  
[professional.brita.net/app](http://professional.brita.net/app)

**PURITY - THE RANGE OF FILTRATION PRODUCTS FOR COFFEE MACHINES AND BAKERY EQUIPMENT.**



**PURITY C Quell ST**

**PURITY Quell ST**

**PURITY C Finest**

Technology	Decarbonisation	Decarbonisation	Softening
Application	Specially developed for use in catering, fine dining and vending sectors, for instance coffee machines and bakery equipment		Authentic espresso results from perfect water
Filter sizes and capacity	C50, C150, C300, C500, C1100 660 – 11,500 l*	450, 600, 1200 4,217 l – 13,187 l*	C150, C500, C1100 1,100 l – 6,000 l*
Main benefits and differentiators	<ul style="list-style-type: none"> <li>• Reduce unwanted elements that affect taste and aroma</li> <li>• Provide optimum product quality</li> <li>• Maximum product safety for uninterrupted operation and safe use</li> <li>• Impressive simple handling and fitting even in tight installation conditions</li> </ul>	<ul style="list-style-type: none"> <li>• Always the right decision if high flow rates are required</li> </ul>	<ul style="list-style-type: none"> <li>• Optimised water for espresso preparation and optimum machine protection</li> <li>• A thick, golden-brown crema that lasts</li> <li>• Optimum results for all espresso based coffee specialities</li> <li>• Reduction of elements that negatively affect aroma and taste</li> <li>• Reliable protection for professional coffee machines from limescale and gypsum deposits</li> </ul>
Results	Reliable reduction in the carbonate hardness and thus limescale		Unique, intensive espresso taste with full body and authentic aroma



PURITY C Fresh	AquaAroma Series/ AquaGusto	PURITY Steam	PURITY Clean / PURITY Clean Extra
Activated carbon filtration	Decarbonisation	Decarbonisation	Partial & total demineralisation
Professional water optimisation especially for hot water in soft water areas	The filter cartridge for mobile espresso and coffee machines with water tank	Optimum water quality for the bakery	Professional washing of high-quality cutlery, superior glasses and fine crockery directly at the bar
C50 12,000 l*	AquaAroma: 145 l AquaAroma Crema: 150 l AquaGusto: 100 l / 250 l	C450, C600, C1200 3,680 l – 10,800 l*	1200 Purity Clean: 12,000 l Purity Clean Extra: 5,000 l*
<ul style="list-style-type: none"> <li>• Reliable protection and best possible machine protection even in soft water regions with high particle density</li> <li>• Reduction of chlorine and all other substances that negatively affect aroma and taste, thanks to the activated carbon filter</li> </ul>	<ul style="list-style-type: none"> <li>• Reduces the limescale content in drinking water, in order to protect espresso machines and coffee machines against scale build-up</li> <li>• Constant water pressure and temperature during brewing</li> <li>• Simple assembly without tools and easy to retrofit</li> </ul>	<ul style="list-style-type: none"> <li>• High capacity with reliable reduction of limescale formation</li> <li>• Fine steam jets remain open longer</li> <li>• Bypass settings specially adapted to different steamers and ovens</li> <li>• Maximum product safety</li> <li>• For uninterrupted operation and safe use</li> <li>• Simple to use</li> </ul>	<ul style="list-style-type: none"> <li>• Effective for raw water and high carbonate hardness and harmless additional mineral content</li> <li>• Glasses, white crockery and cutlery look clean and unmarked – without any hand polishing</li> </ul>
Experience pure coffee enjoyment and fresh water for hot coffee delicacies	Outstanding and consistent water quality without installation of filter technology	Baked products, fish, meat and vegetables are cooked to their best	Partially / totally demineralised water for first-class washing results

\* 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.

## **YOUR SOURCE OF BETTER WATER.**

BRITA GmbH  
Heinrich-Hertz-Strasse 4  
65232 Taunusstein  
Germany  
Tel.: +49 6128 746-5765  
Fax: +49 6128 746-5010  
[professional@brita.net](mailto:professional@brita.net)  
[www.professional.brita.net](http://www.professional.brita.net)

BRITA Water Filter Systems Ltd.  
BRITA House  
9 Granville Way | Bicester  
Oxfordshire OX26 4JT  
Great Britain  
Tel.: +44 844 742-4990  
Fax: +44 844 742-4902  
[clientservices@brita.co.uk](mailto:clientservices@brita.co.uk)  
[www.brita.co.uk](http://www.brita.co.uk)