



You save cash

- no down-time caused by lime scale
- significantly reduced servicing costs
- less maintenance
- optimised ingredient gram throw
- improved energy efficiency

Your customers enjoy

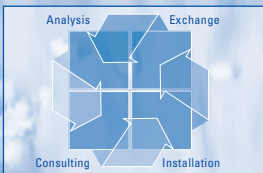
- fully-developed flavour
- the best aroma
- coffee with attractive crema, well mixed soups
- tea of a perfect colour, without an unattractive surface film



Everything looks appetising – and tastes exactly as it should!

We are always there for you!

Reliability is the core prerequisite for success in the vending machine business. As an operator, you must be able to know at all times that your machines are working smoothly – around the clock. BRITA filters give you this security.



Take full advantage of our many years of experience in the water filtration industry for all regional variations, machine types and products. Benefit from our professional analysis and service and our wide product range.



We're making your water ...



aquaQUELL
PURITY

(for hard water)

offers a completely new dimension in water filtration!
The innovative AquaQuell PURITY concept is based on the proven AquaQuell technology, and with its even further improved filter medium, offers significantly improved and consistent water quality. In addition, intelligent electronics enhance both operation and convenience. AquaQuell PURITY systems operate on the replacement cartridge principle: only the exhausted filter cartridge is replaced, whilst the pressure container with connections remain connected. This reduces your costs, including your transport costs. Ask your specialist dealer!



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AquaQuell 1.5

(for hard water)
the unique filter cartridge technology from BRITA – compact, space-saving and with the new 4 stage filtration up to 10 µm. Simple handling (cartridge exchange principle) and high capacity ensure optimum efficiency.

For almost 40 years, the name BRITA has become synonymous with water quality. Competence, know-how and above all enthusiasm and passion, have made our family business into the global market leader in domestic water filters. In over 70 countries, people trust BRITA filtered water.

**The optimum technology
for your requirements:**

Our filter systems supply water with properties which are consistent and precise. In order to adjust these properties to your exact requirements, professional water analysis should be carried out. With our specially developed BRITA water test kit, we can determine the properties of the water on site, and with our wide product range, comprehensive know-how and fast, professional on-site servicing we offer the ideal solution – water at its best ensuring drinks at their best!

You can always rely on BRITA

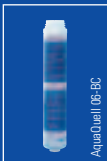
All of our Water Filter systems meet the most stringent safety standards. The food quality of BRITA Water Filter products has been inspected and approved by an independent institute. The AquaQuell systems bear the inspection seal of SVGW and TÜV/GS. That is safety for you – signed and sealed.



Well-known, proven and still available:

AquaQuell

(for hard water)
prevents lime scale deposits. The content of calcium and magnesium ions and heavy metals (e.g. lead, copper and aluminium) is reduced, and unpleasant tastes and odours are eliminated. BRITA offers AquaQuell technology – to reduce carbonate hardness, also available as a space-saving filter cartridge.



AquaVend

(for the best flavour)
with its activated carbon filter medium, removes undesirable tastes and odours, caused by materials such as chlorine, and reduces the content of heavy metals. Developed specifically for cold drinks.



AquaSmart

(for aggressively soft water)
treats very soft water or water derived from reverse osmosis installations with a special mineral granulate and stabilises the pH value.

BRITA
Professional

BRITA is represented in 9 European countries with local offices

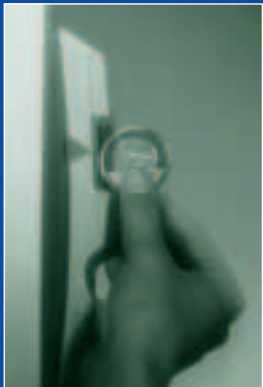
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Your BRITA partner:

BRITA
Professional

Perfect water for the vending business



Vending machines – an industry destined for success



Fast, convenient, spontaneous – these concepts play a major role in our lives today. They could also account for the on-going boom in the vending industry. The 'quick cuppa' is here to stay and life without it just wouldn't be the same.

However, customers demand quality at all times. Only by providing this quality will the vending industry maintain its momentum.

BRITA filters

- improve the performance and extend the life of your vending machines and
- guarantee a consistent quality of all hot and cold drinks.

Guaranteed
vending success!

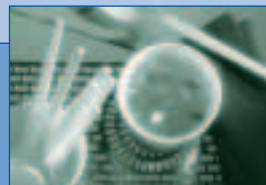
Fast, convenient spontaneous



Water – the key ingredient in any vended drink

Drinking water in Europe meets the highest quality standards. Yet, even water of the highest quality can, depending on regional variations, contain a high level of carbonate hardness.

The results are predictable: lime scale deposits on important machine parts, increased service and operating costs, machine down-time and disappointed customers – lost sales!



Consistently the best water –
for hot and cold drinks of the highest quality.

In addition, water quality affects the aroma, flavour and appearance of both hot and cold drinks which, after all, consist of 98% water. Ideal water should be mineral-rich. However, excessively hard water can impair the development of the typical aroma in coffee, for example.

BRITA filtered water has consistent and precise properties. For preparation of vended drinks, this means that carbonate hardness is carefully reduced, whilst all minerals necessary for flavour development are retained. This gives you peace of mind that you have done everything possible to achieve optimum quality – and with maximum success levels.

The ideal water for coffee has

- a balanced content of minerals such as calcium and magnesium (complete demineralisation is not desirable)
- sufficient overall hardness (carbonates and sulphates), and
- a certain (low) degree of carbonate hardness, which ensures that coffee and cold drinks do not taste flat and that their aromas can fully develop.

You benefit: BRITA ensures your water has these ideal properties – your customers will thank you and will remain loyal to your machines.

Ideal water for delicious drinks and the long-term operation of your vending machines

You benefit in 3 different ways!

Optimally filtered water brings you, as a vending machine operator, numerous benefits:

You increase your sales!

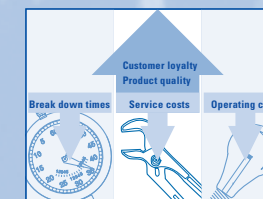
- Your coffee, tea and cold drinks are always of the best quality,
- your customers are happy,
- you encourage customer loyalty, and
- you can attract new customers.

You reduce your maintenance costs!

- The risk of lime-scale deposits on the machine is minimised,
- maintenance can be preventive rather than corrective, and as a result
- servicing costs can drop significantly.

Your business runs smoothly!

- Your vending machines work perfectly around the clock, and
- ingredient gram throw is reduced.



Success can be planned