

Vending – best quality for all

thanks to perfect BRITA water





Convenience, Speed, Efficiency

**Snacks and drinks from a machine –
a sector on its way to success**

Convenience, speed and efficiency – these are the key words of our age. It's also the reason for the continuing boom in the vending industry: the 'quick cup of coffee on the road' is now an integral part of our lives. But customers make demands of quality – everywhere and at all times – and this quality is what will keep the sector on the road to success and growth.

BRITA filters

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

Guaranteed vending success.



Water – the number 1 ingredient in drinks from vending machines

Even water of the highest quality can, depending on local conditions, contain a high level of carbonate hardness.

The unpleasant consequences: Scale deposits on important machine parts, increased service and operating costs, break down times and disappointed customers – lost sales!

Moreover, water quality affects the aroma, flavour and the appearance of both hot and cold drinks which after all consist of 98% water! Ideal water should be mineral rich. However, water that is too hard can impair the development of coffee and tea aromas.

BRITA filtered water has precise, reliable properties. For the preparation of vended drinks this means: the carbonate hardness is reduced whilst all minerals needed for flavour development are retained. This gives you peace of mind that you have done everything possible to achieve optimum quality and efficiency – and for the best possible success.

Ideal coffee water has

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



The advantage for you:

BRITA ensures your water has these ideal properties for hot and cold drinks of the highest quality, ensuring customer satisfaction.

Loyalty to your vending machine will improve and your turnover will increase.

Perfect water ensures perfect enjoyment of all drinks from machines.



Success can be planned!

Ideal water for delicious drinks and the long term reliable operation of your machines.

Immediate 3-way benefits

Ideally treated water gives you as a vending operator many simultaneous benefits:

You increase your turnover!

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

You reduce your maintenance costs!

- the risk of limescale deposits on the machines is minimised,
- maintenance work can be preventive and as a result
- your service costs can drop significantly

Your business runs smoothly!

- your vending machines work perfectly around the clock and
- ingredient gram throw is optimised



Time is money!

So is quality. That's why I use BRITA.



By doing this you can offer hot drinks and soups that taste of "more"!

You save money

- no down time caused by limescale
- significantly reduced service costs
- less maintenance work
- optimum ingredient gram throw
- improved energy efficiency

Your customers enjoy

- fully developed flavour,
- best aroma,
- coffee and specialities with a good crema, appetising, well mixed soups
- tea of a perfect colour, without an ugly surface film and deposits in the cup
- the finest trendy specialities

We are always there for you!

Reliability is a key requirement for success – in any business you must be able to rely on fully functional machines around the clock. BRITA filters offer you this certainty.

Benefit from our many years of experience in water treatment for all regional conditions, appliance types and products. Use our professional analysis, our advice and service offers and wide product range!

We make your water ...

In the last 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 people trust BRITA treated water.



AquaQuell PURITY (for hard water)

The innovative AquaQuell PURITY concept is based on the AquaQuell technology and with its further improved filtration medium offers improved and consistent water. Moreover, intelligent electronics ensure even more reliability and operator convenience. AquaQuell PURITY systems work on an interchangeable cartridge principle: only the used filter cartridge is replaced, the pressure vessel with all of the fittings remain connected to the vending machine. Filter change = simple, quick, effective!



AquaQuell 1.5 (for hard water)

Unique filter cartridge technology from BRITA – compact, space-saving and with the new 4 step filtration. Simple, user-friendly handling (interchangeable cartridge principle) and a high capacity ensures optimum efficiency.



AquaQuell 06-BC (for hard water)

Reliably prevents scale deposits. The concentrations of calcium and magnesium ions and of heavy metals (e.g. lead, copper, aluminium) are reduced, unwanted odours and offtastes in the water are eliminated. BRITA thus also offers tried-and-tested AquaQuell technology to reduce carbonate hardness as a space-saving filter cartridge solution.



AquaVend 06 (for the best taste)

With its activated carbon filtration medium it removes unwanted odours and off tastes, such as chlorine. Specially developed for cold and soft drinks.



AquaSmart (for aggressive soft water)

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

The optimum technology for your needs:

Our filter systems supply water properties that 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 local water the properties and, with our wide product range, comprehensive know-how and fast, professional on-demand service, we offer the ideal solution – water at its best for the finest drinks!

You are always on the safe side!

All of our water filter systems meet the most stringent safety standards. The food quality of BRITA water filter products has been inspected and confirmed by an independent institute. The AquaQuell PURITY systems carry the TÜV test logo (Production monitored), TÜV/GS, SVGW, WRAS, VA, CE.

This means safety for you with a stamp of approval.



Your authorised BRITA dealer

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