



PURITY C iQ

The first intelligent filter system



BRITA PURITY C iQ

We will change the way
people drink water sustainably.



Trust BRITA.

BRITA has stood for innovation for over 50 years. Soon, our very latest development will be ready for you, and it will make your everyday work life much easier. You will benefit from a world first and its unprecedented advantages. All provided by the innovator BRITA, a partner you can trust.

Plug-and-play technology.
Always the best cup quality.
Full data integration. Coffee
preparation becomes intel-
ligent. Ready for the leap in
efficiency. Automatic bypass
set-up. Cost reduction. Full
control at all times. More effi-
cient service. Machine protec-
tion. Time saving. Maintenance
streamlining. Future-proof.
BRITA PURITY C iQ.



Innovative.

A new chapter in water filtration.

In 1966, BRITA was the first company to bring water filtration technology to the market. Since then, we've been the market leader in this field. Our goal is to continuously optimise filter systems in order to generate added value for our customers. Our innovations in filtration technology enable our customers to make their operations more efficient and develop profitable new business models. With PURITY C iQ, we are launching the first data-driven, smart filter system on the market.

PURITY C iQ is much more than a filter cartridge. It's an intelligent system that combines a filter, a filter head

and a cloud-based portal to deliver accurate data on key parameters in real time. This gives you actionable information for better decision-making and enhanced predictive maintenance.

Developed in close cooperation with our customers, PURITY C iQ is a plug-and-play system that intelligently simplifies installation and helps you to plan maintenance in advance. Data is accessible and retrievable at any time. The result is that tea and coffee are always enjoyed at the highest level.





Better.

PURITY C iQ takes the renowned quality of BRITA water filters to a new level. It extends the durability and therefore, the service life of the connected devices. The unique plug-and-play technology supports technicians during filter installation and maintenance. Workflows are easier to complete. The PURITY C iQ filter head automatically detects the connected cartridge and its filter capacity. The flushing-in process is supported by visual and audible feedback, so that cartridge preparation is intuitive, precise and simple.

The continuous evaluation of the water hardness, and its subsequent adjustment to optimum, are automatic. Measuring and adjustment errors are therefore eliminated. The integrated flow meter constantly calculates the remaining capacity and lifetime of the connected filter. All data is automatically sent to the iQ Portal for you to monitor, analyse and plan around.

Consistent.

Your coffee machine will love the PURITY C iQ.

PURITY C iQ brings intelligence to professional coffee preparation. BRITA's developers deliberately targeted factors preventing a constantly high preparation quality.

With PURITY C iQ, coffee quality becomes consistent.

Until now, fluctuating water qualities have made it impossible to guarantee consistently high coffee quality during operation. BRITA has changed this.

PURITY C iQ is the first smart filter system that continuously monitors water properties using algorithms and automatically reacts to any changes in the prevailing water quality. With PURITY C iQ, you can achieve the goal of maintaining a consistent, premium beverage quality for you and your customers.

With PURITY C iQ, BRITA has launched a groundbreaking concept.





More efficient.

Make your business more efficient.

The unbeatable advantage of a fully networked and digitally integrated system, is that it provides a new level of efficiency for companies that have many devices in use.

Every day, each filter head transmits the current operating data to the central, cloud-based BRITA iQ Portal. This dynamic wireless reporting produces overviews of the remaining service life of all filters, across all locations. You can now easily coordinate your maintenance schedule.

What are the advantages for you?

Thanks to the intelligent technology, the relevant operating parameters of all installed filter cartridges are available to you in real time in the BRITA iQ Portal. These values include the current filter capacity, the remaining lifetime of the filter, the carbonate hardness level of the raw water and the water consumption itself.



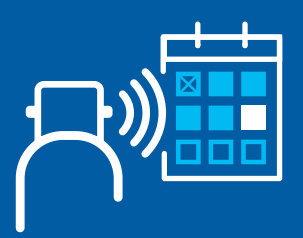
Remaining
lifetime



Remaining
capacity



Last week's water
consumption



Last
activity

The filter head that combines three functions.

Digital. Networked. Highly efficient: The PURITY C iQ system unifies the advantages of individual components in the system.

PURITY C iQ integrates the component functions into a networked system via the internet. This means that the analysis of water or the manual use of a flow meter are now superfluous. Error-prone manual installation routines are also a thing of the past.

A system advantage: The installation of the PURITY C iQ is simple thanks to RFID recognition and plug-and-play. The operating concept is user-friendly throughout with audible and visual feedback and immediate portal connection. The PURITY C iQ filter system is therefore intuitive and dependable.

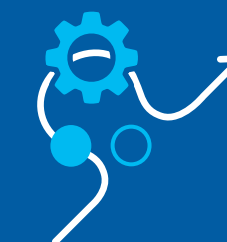
The high degree of integration also renders the maintenance routines of the past unnecessary as PURITY C iQ makes bypass settings on its own. Filter changes can now be planned. The active nature of the system drastically reduces the risk of overlooking service visits or filter changes.

“We wanted to develop a new milestone and have used our many years of experience to unite this intelligent filter head and the web-based iQ Portal into a single, unified system.”

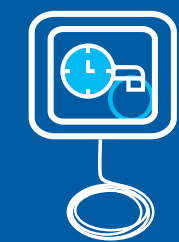
- BRITA PURITY C iQ Development Team



Automatic
water analysis



Automatic bypass
setting

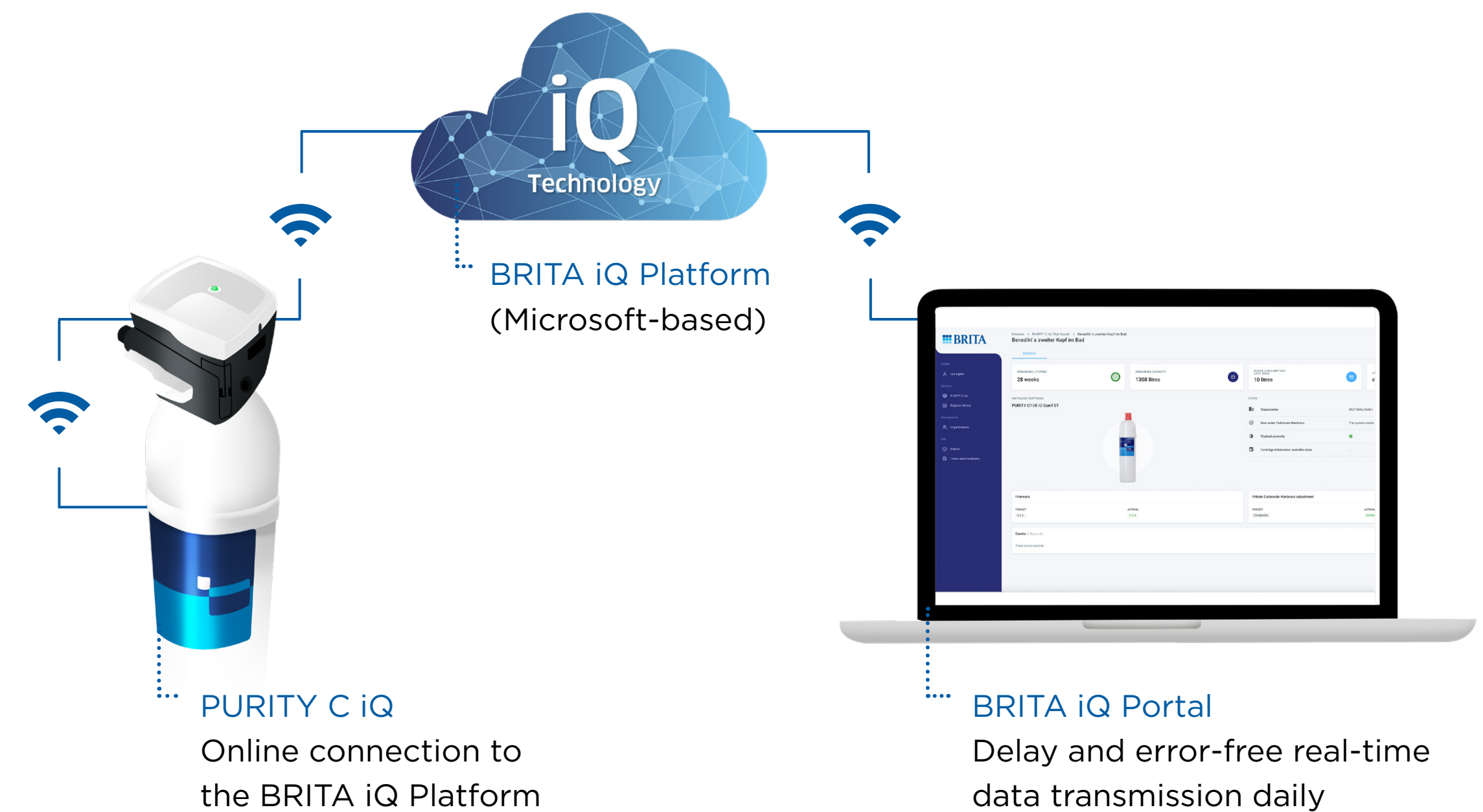


Flow meter

Connected.

Our most advanced data transmission technology.

PURITY C iQ uses a simple plug-and-play connection – without integration into existing networks. The connection to the cloud is fully independent. All that's required is a simple registration of the filter head. There are no additional costs for the data connection.



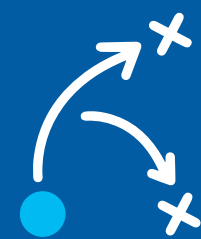
BRITA iQ Portal

At the heart of the PURITY C iQ filter system is the web-based BRITA iQ Portal. It brings together what belongs together.

All registered PURITY C iQ filter heads are monitored via the BRITA iQ Portal. Clearly presented filter data supports the advanced planning of on-site maintenance.

The BRITA iQ Portal offers maximum ease of use. A web-based dashboard, accessible via all common web browsers, shows the detailed status of every PURITY C iQ filter on-site. The remaining filter cartridge lifetime, the filter capacity, the water consumption of the past week and the last activity are all available immediately.

In addition, the BRITA iQ Portal provides an overview of all filter heads in a customer-specific user group. Our registered service technicians can also be given different access levels in the iQ Portal's interface – either a general overview for the big picture or a more detailed view of the system.



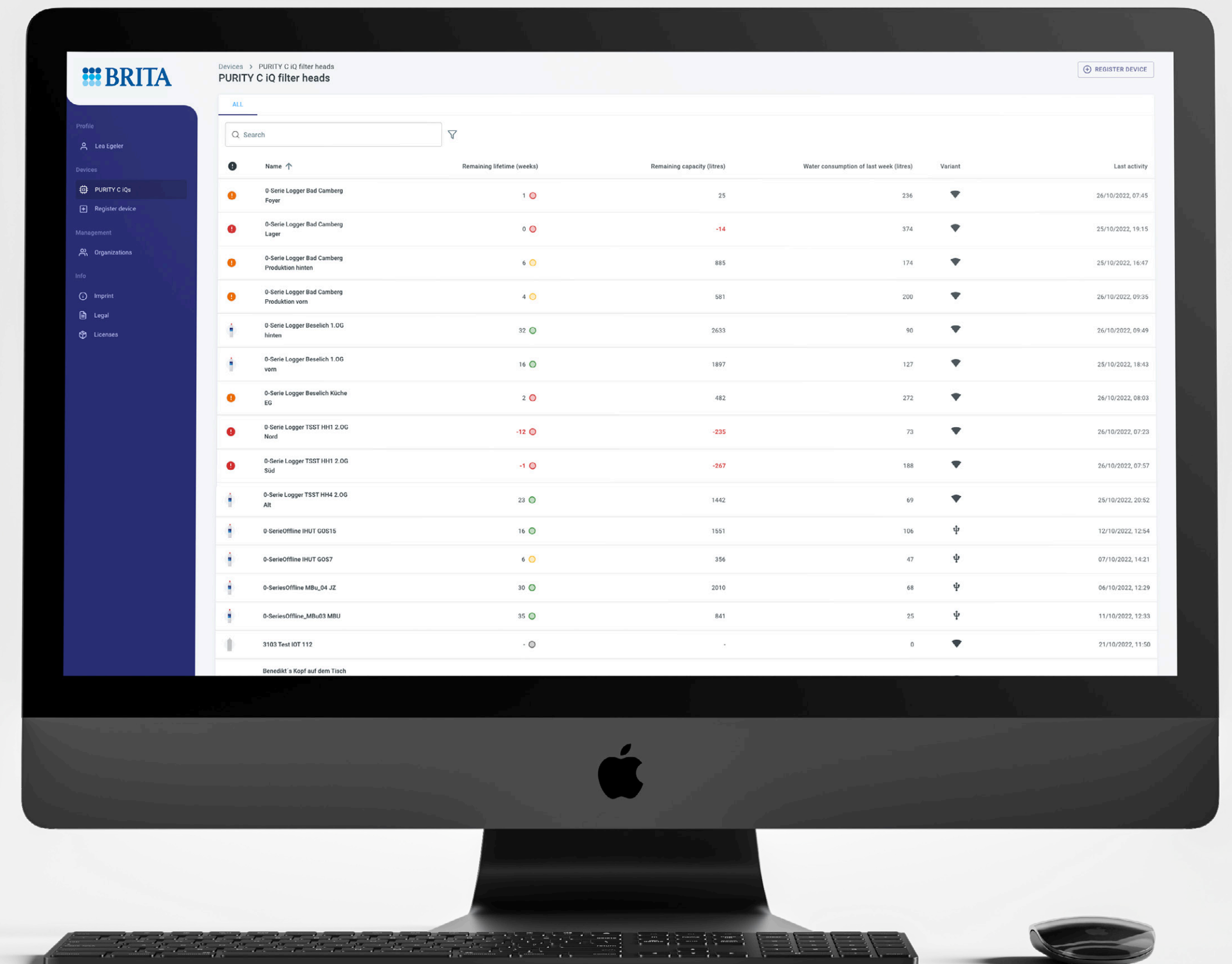
Better planning
through predictive
maintenance



Cost saving
through more effective
operational planning



Sustainability
through reduction of
maintenance costs



Installation and operation

The intelligent iQ system offers enormous advantages in the installation and planning of service visits.

The PURITY C iQ filter head is in two-way communication with the filter cartridge. Even during installation, the system recognizes the cartridge type and size using RFID. Streamlining and elimination of previous routines, task simplification and error avoidance during installation and operation are all achieved thanks to the following features:

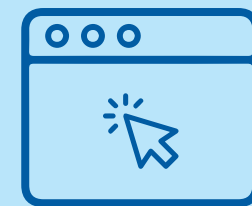
- Data storage on the cartridge and daily transfer to the BRITA iQ Portal
- Automatic bypass setting for the connected cartridge
- The blue LED indicates when flushing is required
- The current flushing status is reported to the BRITA iQ Portal
- Visible and audible feedback guide the correct installation flushing process
- Automatic, continuous evaluation of the water quality
- Autonomous response to any water changes to maintain a constant optimum
- Establishing a connection to the BRITA iQ Portal and displaying the data



Technical data

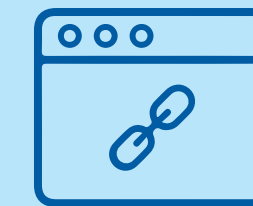
Technical data	PURITY C iQ G3/8"
Dimensions	121 x 98 x 105 mm
Installation position	vertical
Flow range	0.1 - 2 l/min
Operating pressure	2 bar - 8.6 bar
Pressure loss	0.1 - 1.1 bar*
Inlet drinking water temperature	4 - 30 °C
Ambient temperature	4 - 40 °C
Temperature (storage/transport)	-20 - 50 °C
Protection class filter head	IPX4
USB cable length	max. 2 m
Input connection	G 3/8" male
Output connection	G 3/8" male
Rated current	5 VDC/500 mA (USB 2.0 compliant)
Power supply	100-240 V, 50/60 Hz, 0.3 A, Max. output 5 W (5 VDC/1A)

*At a flow rate of 0.1 - 2 l/m, bypass 0%, C300 iQ



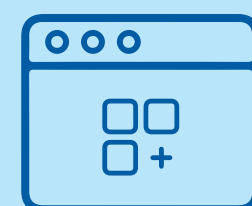
PURITY C iQ

Information on PURITY C iQ
can be found on our website.



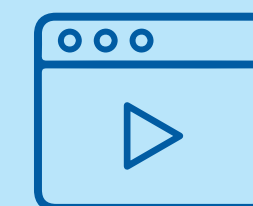
BRITA iQ Portal

Here you can get to know the
new BRITA iQ Portal.



PURITY C iQ Connect App

For information on downloading the
PURITY C iQ Connect app, please visit our website.



Installation

Extensive video material makes installation
easier than ever before.

For more information:

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