

# PURITY C iQ

## The first data-driven, intelligent filtration system



PURITY C iQ is an industry-first, smart professional filter system containing a smart water filter, a smart filter head, and the cloud-based BRITA iQ Portal, which offers real-time visualisation of your filter data.

### PURITY C iQ

#### Solving your business issues

PURITY C iQ can help increase your profitability. It helps you make smart, timely decisions, based on precise, real-time data on all your installed filtration cartridges.

[+ Explore PURITY C iQ](#)



# PURITY C iQ

Click the hot spots to find out more



## PURITY C iQ problem solving

### Problem

Incorrectly installed filters lead to machine scaling



### Problem

Fluctuating water hardness makes it challenging to maintain a consistent cup quality



### Problem

Lack of transparency makes it hard to plan filter exchanges across all sites



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## Problem

Incorrectly installed filters lead to machine scaling

## Solution

PURITY C iQ minimises the risk of incorrect installation with easy-to-use technology, delivering consistent machine protection



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**Problem**  
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**Problem**  
Fluctuating water hardness makes it challenging to maintain a consistent cup quality

**Solution**  
PURITY C iQ ensures consistency of cup quality for hot beverages across all your sites with continuous automatic bypass adjustments

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**Problem**  
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### Solution

PURITY C iQ offers full visibility on filter lifetime across sites in the BRITA iQ Portal, helping you to plan service visits accordingly



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## Product benefit

### Tailored solution for your business

Take the pain out of managing multiple sites by understanding the status of all your filters from one simple-to-use website. Use the [BRITA iQ portal](#) to analyse and visualise your equipment data. PURITY C iQ allows you to set targets for water quality, allowing you to tailor your preferred cup taste.



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**What this means for you**

**Increased efficiency for your business**

The technology uses intelligent real-time data from all installed filtration cartridges across your business, to identify exactly when and where filter exchanges are required - meaning guesswork is no longer needed to deliver consistent cup quality.




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## Product benefit



### Eliminate human error with foolproof installations

Plug & Play technology means installation is easier than ever. The smart filter head guides the service engineer during installation, avoiding any errors. It shows the technician how long to flush the filter via a tone signal and an LED on the top of the filter head. In addition to this, the status of installation is also shown in the iQ Portal.



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What this means for you



## Trusted partnership

BRITA has been bringing innovation to businesses for over 40 years. Soon, you'll be able to reap the benefits of our latest development, designed to help make your working life easier. Get the best results for your business with industry-first technology, developed by your trusted partner, BRITA.



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## Product benefit



**Build-up of limescale is the main cause of machine breakdown, which can lead to costly unplanned repairs**

PURITY C iQ combats this by offering a clear indication of your water hardness and filter service status. The smart system measures the raw water using intelligent sensor technology and automatically adjusts the filter bypass accordingly. It recognises water changes which need a different bypass setting with its advanced algorithms.



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## Product benefit



**Build-up of limescale is the main cause of machine breakdown, which can lead to costly unplanned repairs**

It also introduces predictability of on-site service visits and filter exchanges. From flushing the filter, to adjusting the bypass and alerting you when an exchange is due, wireless technology provides precise information on cartridge status and feedback on installation.



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## What this means for you

### Cost savings

Better understanding your equipment means easier planning, and lower costs on staffing and resource associated with machine servicing. Reduce the lifetime running costs of your equipment by lowering engineer call-outs and the risk of premature machine breakdowns.



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