



# Unmasking the answer to machine longevity

The benefits of a steam filter in protecting foodservice equipment

A comic book style illustration. On the left, a chef in a white uniform and hat smiles while holding up a large, white, hand-shaped sign. A speech bubble from the sign says "STOP! DON'T LET LIMESCALE MEDDLE WITH EQUIPMENT PERFORMANCE". On the right, a red, tentacle-like monster representing limescale is being stopped by the sign. In the bottom right corner, a white Brita Purity C Steam Filter is shown with a jagged white starburst behind it. The background shows a kitchen setting with a wooden floor and a chair.

**STOP!**

DON'T LET LIMESCALE MEDDLE WITH EQUIPMENT PERFORMANCE

**SUPERHERO STYLE PROTECTION WITH A  
BRITA PURITY C STEAM FILTER**

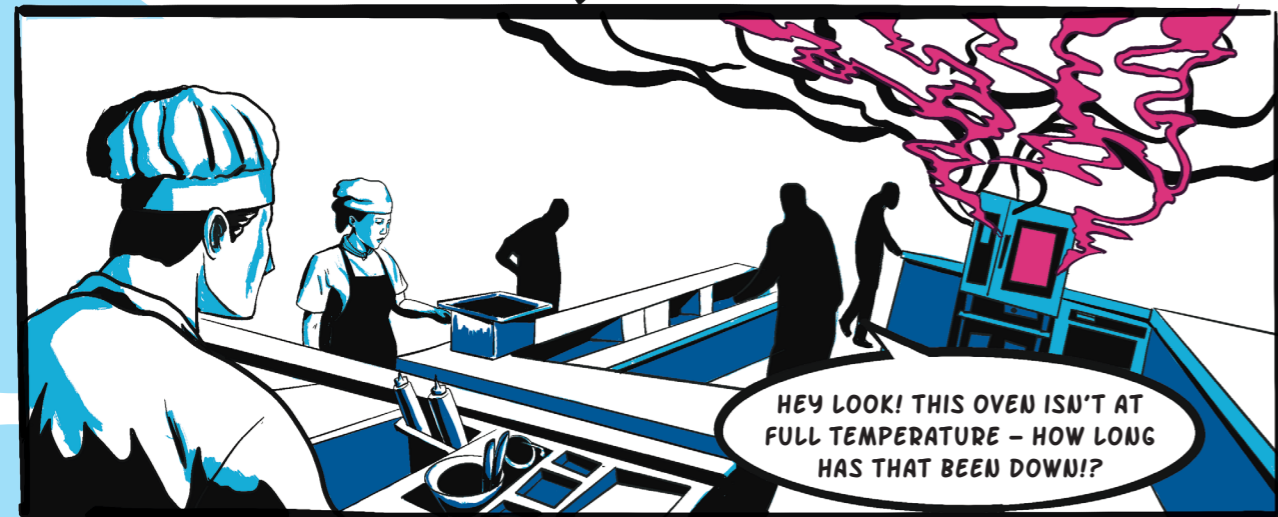




THAT'S TWO MORE SEABASS, DUCK SALAD AND A FRESH BREAD BASKET.



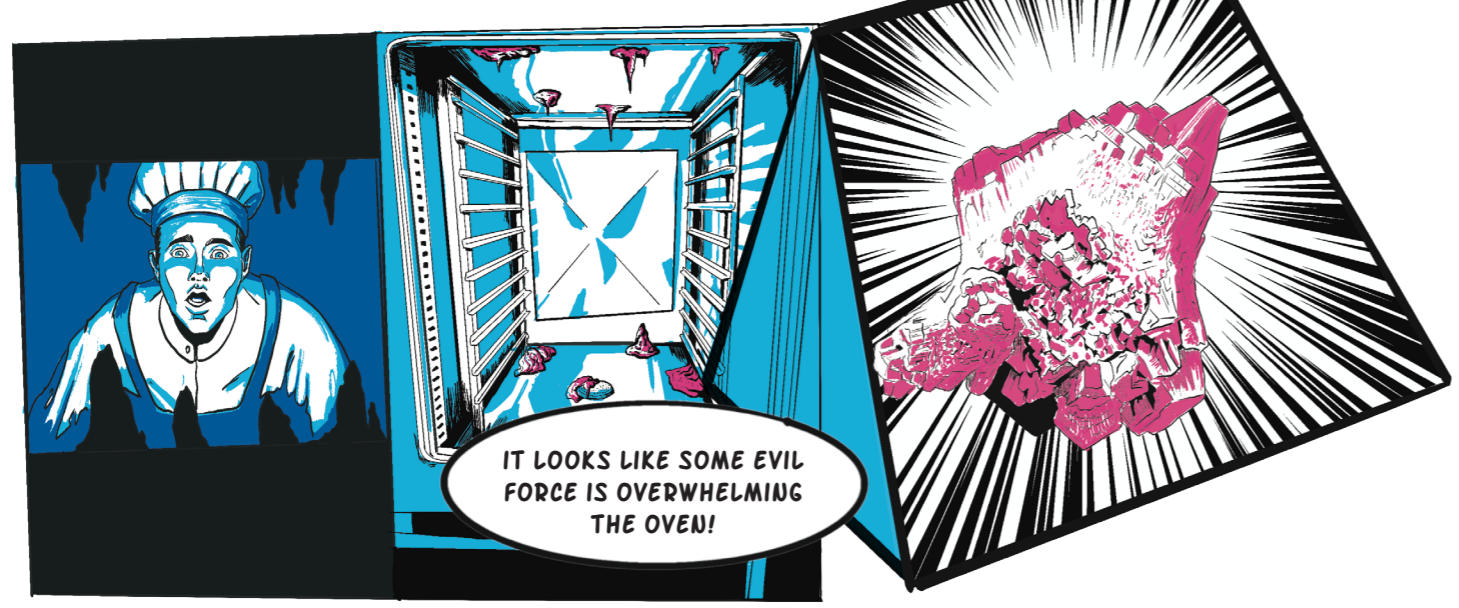
YES, CHEF!



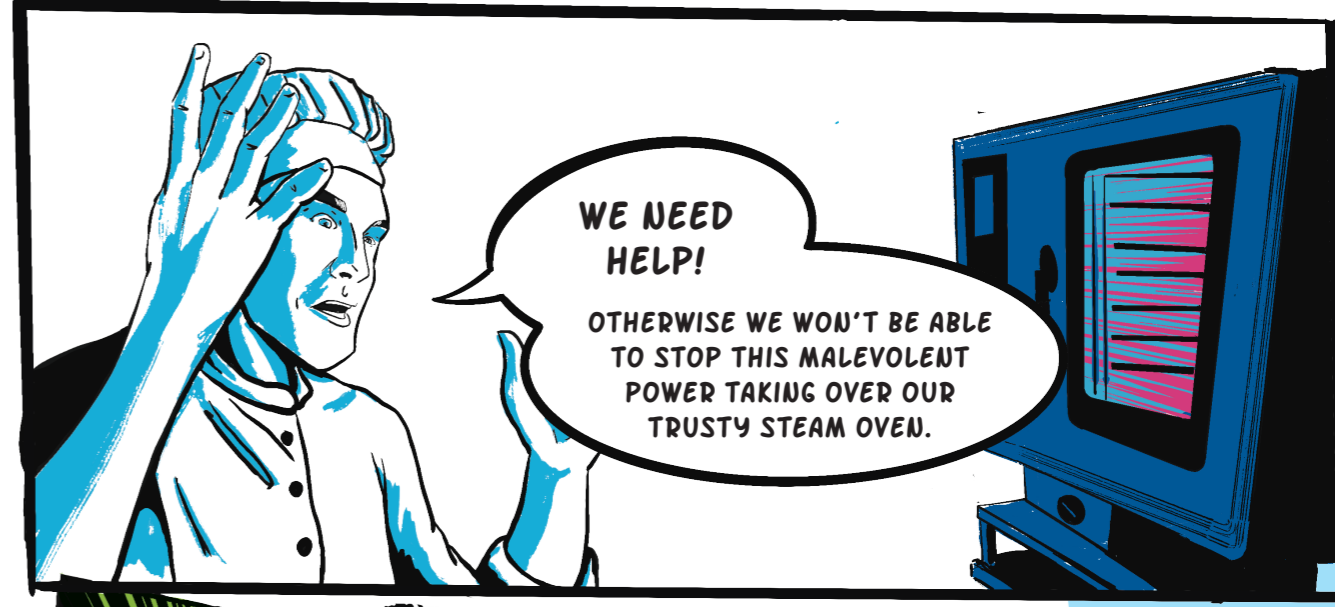
HEY LOOK! THIS OVEN ISN'T AT FULL TEMPERATURE - HOW LONG HAS THAT BEEN DOWN!?



IT'S BEEN STRUGGLING FOR A WHILE, BUT THIS MORNING IT'S WORSE THAN EVER!



IT LOOKS LIKE SOME EVIL FORCE IS OVERWHELMING THE OVEN!



WE NEED HELP!  
OTHERWISE WE WON'T BE ABLE TO STOP THIS MALEVOLENT POWER TAKING OVER OUR TRUSTY STEAM OVEN.

AFTER A COMPLETE DESCALING OF THE OVEN...



...A BRITA PURITY C STEAM FILTER HAS BEEN INSTALLED!

LOOK CHEF! THAT STEAM FILTER... IT'S HELPED.

THE THREAT OF LIMESCALE HAS COMPLETELY DISAPPEARED!



IT'S 10 MONTHS LATER

DO YOU THINK THAT ONE DAY THE LIMESCALE WILL RETURN?



AH, WE DON'T NEED TO WORRY ABOUT THAT ANYMORE; THE EQUIPMENT IS IN SAFE HANDS.



# HOW DO STEAM FILTERS HELP YOUR CUSTOMERS?



Unfiltered water can cause limescale to form inside a steam or combi oven around the heating rods and other sensitive components. Ultimately, this leads to faster wear and unexpected breakdowns.

With a BRITA PURITY Steam filter in the equipment you are selling, you are giving your customers superhero style protection as the filter removes limescale deposits from the mains water before it enters the machines.



## THIS WILL HELP YOUR CUSTOMERS TO...

### CUT COSTS

Operators are increasingly looking to extend the lifespan of equipment to cut costs and be more sustainable.

### STEADY THEIR SERVICE

As huge pressures face the industry, machine breakdowns are the last thing your customers need mid-service.

### EMBRACE THE EASY LIFE

With high staff turnover and competing priorities, machine maintenance needs to be as easy as possible, and once easily and quickly installed, filters can work in the background to achieve this.

### ACHIEVE GREAT TASTE

By avoiding inefficiency and inconsistency in heating, the quality of food served can remain consistent.

### SAVE ENERGY

Reduce the excess energy consumption associated with heating inefficiencies.

### REDUCE WASTE

Without needing to run on electricity or use additional water to function, filters create minimal waste and the filter cartridges can be recycled after use.





## HOW DO STEAM FILTERS SUPPORT YOUR BUSINESS?



The BRITA PURITY Steam is a hero that won't let you down. Through offering consistent results and a sustainable solution for your customers, the filters will help you to...

### PROTECT WARRANTIES

Avoiding equipment breakdowns will reduce warranty related concerns.

### SUPPORT SUSTAINABILITY

Maintaining and repairing equipment plays a crucial role in the circular economy and so filters can contribute to your sustainability sell and help your customers to do the same.

### COMPETE ON COST

With everyone's eyes firmly on reducing costs, filters can help to sell a longer-term solution to cost cutting through improved longevity and improved quality.



## WHY BRITA?

With more than 40 years of experience in producing professional-grade water filters, BRITA is dedicated to providing its dealers and end-users with the highest quality products and services.

As over 20 billion litres of water run through BRITA products every year, we work tirelessly to make sure our water filters are easy to install, set up and store. What's more, our team of experts are on hand to guide you on questions such as how to use and when to change the filters.

A commitment to protecting equipment and enhancing taste runs through every product, while sustainability sits at the heart of our values. Our partners help turn our waste into renewable energy and recycle BRITA cartridges and filters — meaning our customers can rest easy knowing they are looking after the environment as well as their equipment.





# BRITA PURITY STEAM

The BRITA PURITY Steam and BRITA PURITY C Steam filters have been designed to provide the ideal water quality for combi steams and conventional ovens.

By expertly removing calcium and magnesium ions from water via an ion exchanger, the filter comes to the rescue to reduce substances that negatively affect taste and equipment.

## QUICK FACTS



Trusted **BRITA Systematic Filter Technology** decarbonises water in three steps

**High capacity** with reliable limescale reduction, helping fine steam jets stay open longer

Bypass settings are specially adapted to **fit** your steamers and ovens **perfectly**

Expertly **reduces** taste and aroma-impairing elements

To learn more about what the BRITA PURITY Steam & BRITA PURITY C Steam can add to your offer, call +45 7027 3266 or visit [www.brita.dk](http://www.brita.dk)





Contact BRITA to find out more about what sustainable and cost-effective solutions you can offer your customers.

Email: [Britanordic@brita.net](mailto:Britanordic@brita.net)



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