

CAN I MAKE MY WATER TASTE BETTER?



THINK YOUR WATER

Why choose BRITA?

Makes tap
water taste
great

Massive
interest in
sustainable
products

Trusted
brand since
1966

Meets
consumer
health trend
needs



GREAT TASTE, LESS WASTE.

At home fill & enjoy Style

Our most stylish jug featuring innovative SmartLight technology to prompt cartridge exchange



On the go fill & go Vital

Water filter bottle



MicroDisc

Compatible with fill&go Vital and Active bottles only. Reduces chlorine and impurities for great tasting water



Our best ever cartridge

Enjoy the full flavour of drinks with MAXTRA+. MicroFlow technology reduces taste-impairing substances and retains key minerals.



Benefits of BRITA filter technology.

Less limescale, less chlorine, fewer impurities.



Enjoy the full flavour of coffee and tea



Prolongs domestic appliance life by preventing limescale build up



A sustainable and cost effective alternative to bottled water



Great tasting filtered water for just a few pence per litre



Purchase with peace of mind thanks to our 30 Day Money Back Guarantee

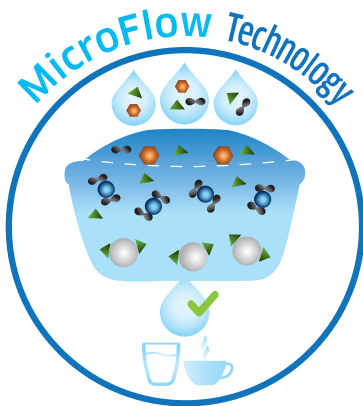
Enjoy the taste difference.

**NEW
FORMULA**

FITS ALL
MAXTRA
JUGS AND
KETTLES

96%
OF PEOPLE AGREE
TEA IS MORE
BRILLIANT*

25%
FINER MESH



UK TEA ACADEMY
RECOMMENDED



New Micro Carbon Pearls reduce chlorine and organic impurities which affect taste and odour of food and drink.



Ion Exchange Pearls reduce limescale protecting kettles and coffee machines from limescale build-up.



Permanently absorbs metals such as lead and copper for fresh great taste.



Great tasting filtered water for just a few pence per litre.



New finger holes for easy exchange and no pre-soaking required for added convenience.

MAXTRA+ is 100% recyclable.



Code:
142626

Code:
141512

*Independent test institute results, 96% of testers agreed that tea made with MAXTRA+ filtered water was more brilliant than tea made with tap water. Promotion valid until 31/12/2018 • Prices exclude VAT • E & O.E. • While stocks last

CAN I ENJOY GREAT TASTE WITH LESS WASTE?

JOIN THE
MILLIONS
CHOOSING
BRITA.

fill & enjoy Style

The latest technology
in water filtration.



With smart light cartridge
exchange indicator

Style Cool Blue

- 2.4L total 1.4L filter capacity
- Silicone strap flip-top lid
- Features smart light indicator
- Fits in fridge door
- Dishwasher safe (except lid)
- 1 MAXTRA + supplied with jug

Code:
139213



Marella Cool White

- 2.4L total 1.4L filter capacity
- Flip top lid
- Electric 'Memo' reminder
- Fits in fridge door
- Dishwasher safe (except lid)
- 1 MAXTRA + supplied with jug

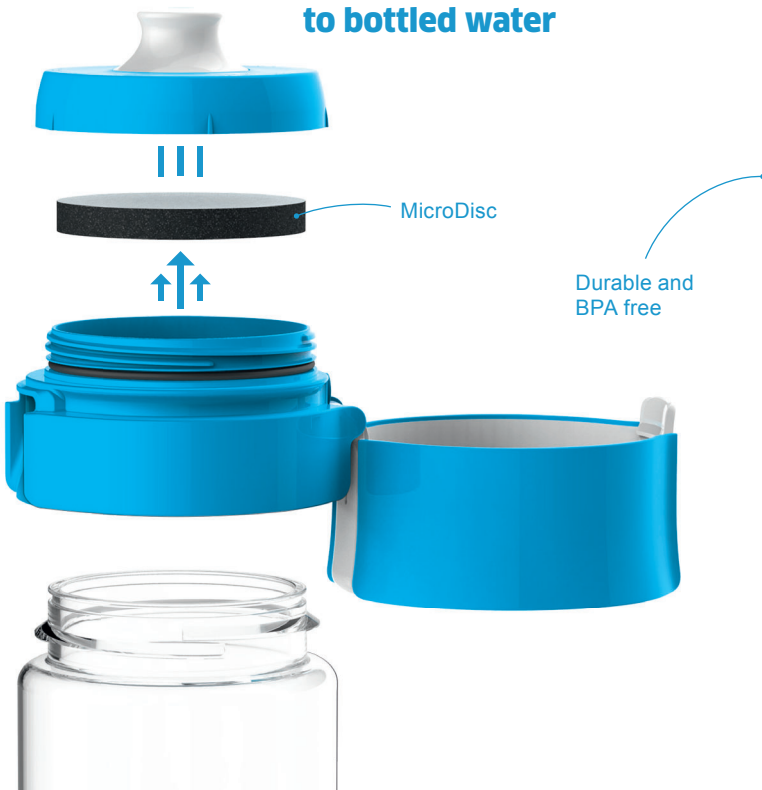
Code:
139047

Promotion valid until 31/12/2018.
Prices exclude VAT • E & O.E. • While stocks last

WHY BUY A BOTTLE EVERY TIME YOU'RE THIRSTY?



fill & go Vital
A smart alternative
to bottled water



Code:
138627 (Blue)

fill&go Vital

- Filters water as you drink
- 600ml
- MicroDisc lasts 4 weeks or 150 litres
- Dishwasher safe

GREAT TASTE, LESS WASTE.



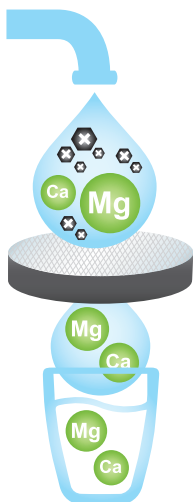
Just a few pence per litre

50% faster flow than old disc

1 month



micro disc
ActivSelect
Technology



MicroDisc

- Innovative BRITA MicroDisc with ActivSelect Technology
- Reduces chlorine whilst retaining key minerals for great tasting water
- Costs just a few pence per litre
- 50% faster flow rate than old disc
- Millions of tiny pores lock away taste impairing substances
- Made of compressed, natural carbon from coconut shells
- 1 disc = 4 weeks/150 litres of water

micro disc

Compatible with Fill&Go Vital and Fill&Go Active Only

Code:
138941