



BRITA

Welcome to BRITA water dispenser solutions

Smart. Stylish. Sustainable.
Discover the perfect water
dispenser for your organisation.

+44 345 674 9655 | Contact us today and let's talk about your BRITA water dispenser solution | www.brita.co.uk/water-dispensers



Sustainable hydration solutions



Changing the way people drink water is my passion and the shared vision of our company. As a global BRITA family, we are determined to make our world a little better, with less plastic waste, fewer emissions and, quite simply, more responsibility.

Markus Hankammer | CEO BRITA Group
Son of Heinz Hankammer, the founder of BRITA

Water is our source of life, so the environment is a topic close to our hearts. We work every day to nurture and protect this precious resource. There are a lot of challenges out there and we know we cannot solve them all. But working together – at our enterprise, and at yours – we can aim for a positive impact on nature, environment, and society.



86% less CO₂

from a BRITA water dispenser compared to plastic bottled water*. That's the same amount produced by charging your smartphone over 137,000 times.

Watch our Video on Youtube



*64% less than bottled water dispensers. Calculation based on Top Pro (medium cooling capacity), calculated by an independent specialist agency and verified by TUV Nord

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Sustainability comes naturally



Acts, not words, have always been our focus regarding sustainability. In 1992 we developed the first recycling process for filter cartridges. Since then, we've applied our ingenuity to develop smart innovations for the good of both people and planet. We're happy to pass on the benefits to our customers and create a positive ripple effect.

Reduce, reuse, recycle

Reduce: We've lowered water consumption at our factories by reusing grey water. And we take care to use as little plastic as possible throughout the value chain.

Reuse: We consistently recycle filter materials – and have done so for more than 25 years. The ion exchanger from our used filter cartridges within our hot water dispensers is reactivated in our own regeneration plant and reused in BRITA products.

Recycle: We're working on recycling and alternatives to thermal incineration. This will reduce emissions from the end-of-life disposal of our products.

Work with like-minded suppliers

We look across our entire business, constantly reviewing how we do things. And then we see where we can make changes.

For example, in the UK our dedicated "Green Teams" promote better waste management. In our headquarters in Germany, we provide free green electricity for battery-operated vehicles. And since 2015, we've used energy-efficient technologies within our factories in Germany, Italy and the UK.

Small changes, big impact

We've decided to focus on plastic waste: an issue where we can make a difference. We're in a long-standing partnership with Whale and Dolphin Conservation, working to reduce plastic in the environment.



506kg less plastic waste

per year when a company with 100 employees uses a dispenser rather than plastic bottled water*. This is the equivalent weight to a new-born grey whale.

*Bavarian State Ministry of the Environment and Consumer Protection, 2016



A positive balance for the planet

Our goal is to operate more sustainably - and to support our customers in doing the same. But sustainability is not a destination. We are on our way, every day, every minute. Just as we measure sales and profit, we measure our Planet Contribution to see how we're doing.

This is a balancing act. On one side, the positive impact of our products - how many plastic bottles we replace when people drink BRITA filtered water. And, on the other, the carbon emissions we create through our business operations.



Seven times less CO₂ than bottled water when you use a BRITA dispenser.



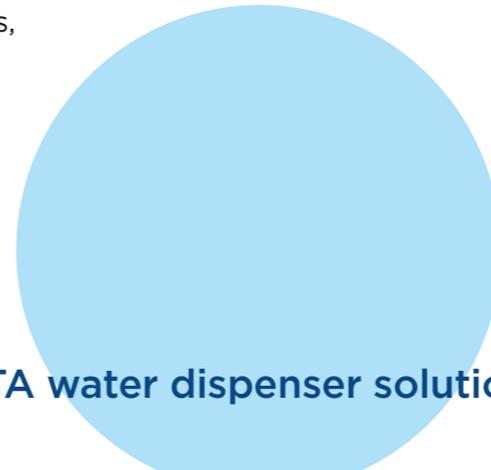
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Less plastic is more

Freshly filtered water from a BRITA water dispenser can make a huge difference to the amount of waste your organisation produces. And that's on top of the negative environmental impact from the production, transport, collection and recycling of bottled water.

At BRITA, we're committed to reducing single-use plastic. Combine our water dispensers with top quality reusable bottles, for a sustainable solution that's perfect for your organisation.

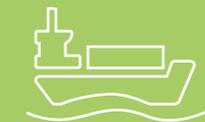


More than 5 billion plastic bottles

saved each year when people drink from a BRITA product instead



= more than 35 times the equator (1-litre bottles stacked on top of each other)



= enough bottles to fill more than 15 cargo ships (based on total litre volume)



Great drinking experience, smaller carbon footprint

A BRITA water dispenser at your place of work offers a great drinking experience for co-workers and customers. And it's a simple way to reduce your carbon footprint. Our dispensers have a built-in cooler with a natural refrigerant. That means you can enjoy chilled water with no need for power-hungry refrigerators. In just one year, you could reduce your CO₂ emissions by the same amount produced by 130 laptops.



Choosing a BRITA water dispenser instead of bottled water reduces CO₂ emissions equivalent to flying from Frankfurt to New York every year. Or, to put it another way, to driving yearly in an average car from North Cape to Rome.



Reducing our carbon footprint

The other side of the Planet Contribution is the CO₂ emissions from our own operations. Some emissions produced from materials and production through to disposal are unavoidable. We try to make up for these with many eco-friendly initiatives. But other emissions can be reduced, and we're determined to seek out a better way.

Each year, we assess our company carbon footprint following the Greenhouse Gas Protocol (GHG) Standard. External experts help us ensure that our reporting quality, level of transparency and accuracy are always state-of-the-art. And we're making progress. Based on the 2023 BRITA footprint we've reduced our total emissions (Scope 1+2) by over 15%. Compared to 2019, emissions per filter cartridge sold went down 20% while emissions per filter cartridge produced decreased by 13%. That means our emissions are growing at a slower rate than our business. It's not yet perfect, but it does show we're succeeding in decoupling growth from emissions.



At BRITA, we use 100% green power for manufacturing in the UK and Germany. And the innovative speed-fit doors in our warehouses reduce power and heating costs. The simple step of using a renewable energy provider decreases the carbon footprint of your BRITA water dispenser by a further 5%.

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A closer look at the dispenser lifecycle

1. Purchase of materials and pre-production

More than 70% of our product components come from European suppliers, reducing their overall carbon footprint



2. Transport

We lower emissions from product transport through smarter purchasing decisions which minimise transport distances



Our water dispensers produce 86 % lower carbon emissions* than bottled water and 64% less* carbon than bottled water dispensers

3. Production at BRITA

We use certified green electricity at our European production sites in Germany and the UK. So, most of our indirect energy needs are met by renewable sources



6. Disposal

When our water dispensers reach the end of their long lifetime, the dispenser system is shredded, and the raw materials recycled responsibly



5. Customer use

BRITA products help our customers to cut costs, waste and carbon emissions associated with single-use plastic bottles



4. Packaging

We've replaced the bubble wrap and foam packaging of spare parts with eco-friendly paper alternatives and only use cartons made from 80% recycled materials



Watch our Video on Youtube

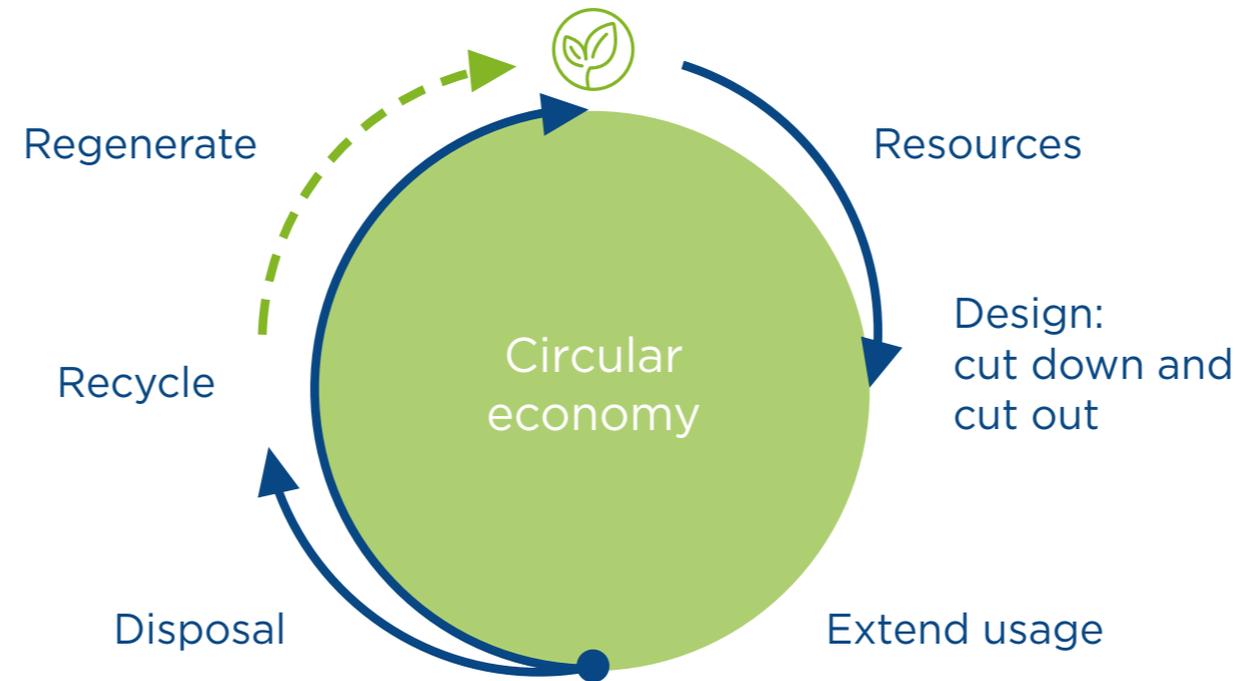
*Calculation based on Top Pro (medium cooling capacity)

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Circular Economy

Less waste, more sustainability.



Design: cut down and cut out

More than 80% of a product's environmental impact is determined in the design phase. So, it's vital to start with a smart, efficient and sustainable product design. Then, look at the current portfolio. Where can you cut down on the quantity of raw materials or cut out particularly polluting products? These steps help to drive towards a circular economy.

Extend usage and recycle

By reusing, recycling, repairing and refurbishing existing materials and goods, the product life cycle can be extended and simultaneously waste can be reduced to a minimum.

Regenerate

In nature there is no waste. When an apple falls from a tree, it nourishes the ground. A circular economy follows nature's example by supporting natural regenerative processes.

What is circular economy?

For hundreds of years, economies have followed a linear model – take, make, use, and dispose. But this has negative impacts on nature, the climate and environment. A circular model transforms this throwaway economy into one which keeps products and materials going as long as possible. The use of raw materials and the production of waste is reduced.

The result?

Less impact on nature and climate. Thriving economies and communities, and more healthy and sustainable lifestyles for all. In 2020, the European Commission presented the Circular Economy Action Plan to reach a closed circular economy by 2050. This plan is part of the European Green Deal to reach the EU's 2050 climate neutrality target.

What does a circular economy look like?

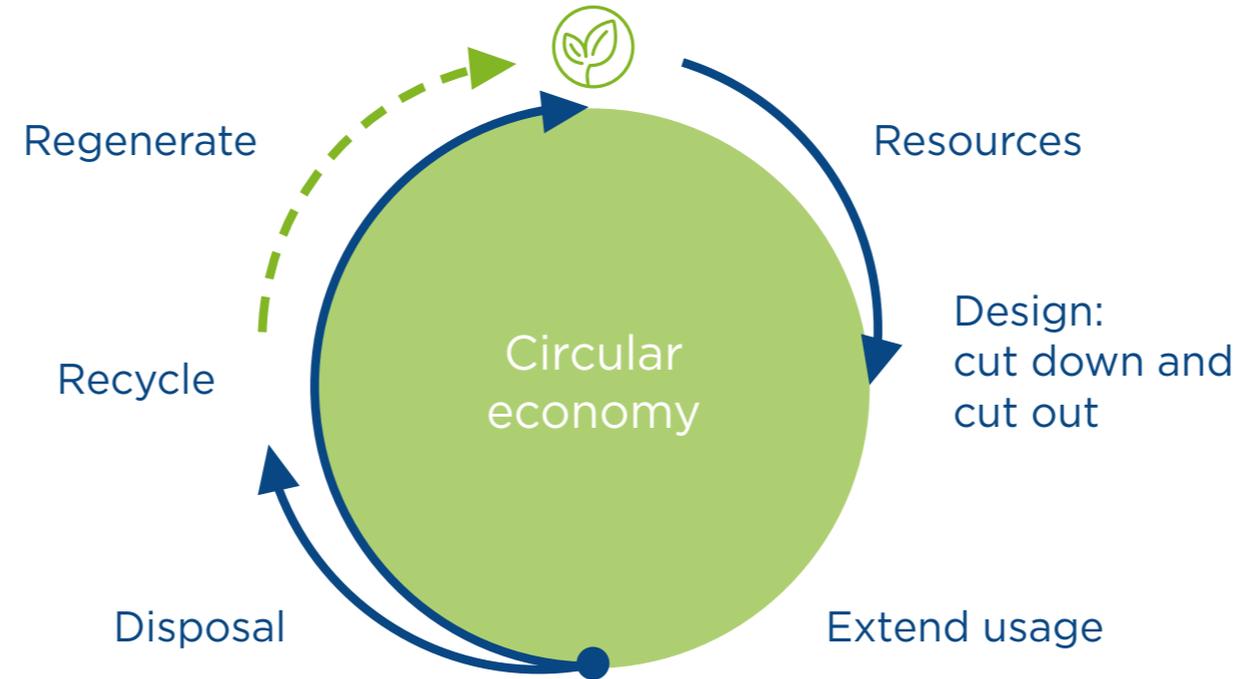
The visual above shows the virtuous circle. Smart product design, reuse and repair, then recycling and regeneration of natural systems.

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A circular BRITA

From theory to practice.



Circular economy at BRITA

Design: cut down and cut out

- Up to 25% energy consumption saving on boilers equipped with intelligent night mode vs. standard
- 80% paper waste reduced through move to digital instruction

Extend usage and recycle

- 2.1m litres ion exchanger regenerated from filter cartridges and reused in BRITA products in 2023 (+15% vs. 2022)
- 10% increase in dispenser refurbishment (2023 vs. 2022)*
- Reuse of grey water for our filter production in Taunusstein factory
- Aim to refurbish and reuse ~50-80% of deinstalled dispensers in 2023 (depending on country and dispenser models)*

*German & Austrian market

Regenerate

We've made a good start in becoming a circular BRITA, with initiatives in dispenser repairability and local refurbishment. And we're continually striving to develop smarter and more sustainable dispensers. We recognise there are challenges ahead, particularly around regeneration. But with our ingenuity and determination to do the best for people, nature and planet, we're up for them!

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Lower costs for you and the planet

Are sustainable solutions more costly? Not necessarily. With a BRITA hydration solutions, your business can minimise its carbon footprint, reduce waste and save money too.

We channel over half a century's expertise into our filtration and treatment technologies. These remove unwanted substances such as microplastics and chlorine, while keeping valuable minerals. The result? Excellent water that meets the highest hygiene, quality and environmental standards - and delights the tastebuds.

What's more, our dispensers have a long lifetime. The replaceable components and filtration technology help safeguard the dispenser against breakdown. All BRITA dispenser filters are manufactured in Germany and the dispenser itself is assembled in our own production facility in Italy. So, you can be sure of made-in-Europe quality. We're happy to help you work out how much your business could save - simply contact us for details.

Helping you make better water choices



Easy to use, easy on the eye:
our product design makes a difference.



Countertop and
Floorstanding
Dispensers



Integrated Water
Dispenser Taps



High-Volume
Bottling Dispensers





What do our customers think?

Using the BRITA system meant that we didn't have to transport pre-bottled mineral water, which has helped us reduce our carbon footprint.

Brand Manager for ACS | University of Sheffield
Katie Butler

The unique branded bottles with our name and logo really set us apart from other venues. Guests have often commented positively on their look-and-feel. Some have even asked if they could buy bottles.

Managing Director | Spreespeicher Event
Robert Hoyer

I think part and parcel of the original plan to involve BRITA was its environmental friendliness. And the project was very successful.

Contracts Manager | Springer Nature
John Haskell

I chose BRITA because they are a market expert. I felt that they had the right calibre and standards for BNP Paribas.

Hospitality & Catering Manager | BNP Paribas
Michael Flatter

We now have no deliveries of bottles of water coming in, and therefore no wasted plastic or glass. We are no longer wasting energy by boiling more water than we need or having to run the tap to wait for it to get cold.

Site Facilities Manager | Jewish Care
Lindsay Forrest

Our guests are delighted to be served our new "Georgenthaler water" (BRITA filtered tap water). And we have cut costs by a third.

Executive Assistant | Hotel Hofgut Georgenthal
Peggy Scheiding



Novotel London



“Our guests expect ever higher sustainability standards. Partnering with BRITA and investing in water dispensers was an easy way for us to reduce our home’s environmental footprint.

Not only does having a water cooler on every floor have a huge impact on waste reduction and a 30% cost savings for our hotel, but this initiative is also such a positive one.

Evoked response from our guests and significantly improved our ‘environmentally friendly’ rating in our customer surveys.”

Giada Melegoni
Front of House Operations Manager,
Novotel London

On the way to a plastic-free hotel

- 4 star hotel with over 200 bedrooms plus fitness, sauna and conference rooms.
- Outstanding sustainability strategy with the radical reduction of single-use plastic, encouraging guests to change their thinking in an environmentally friendly direction. Filtered water is presented as a particularly sustainable solution.
- Installation of 15 Top Pro devices in total (2022/2023): for every hotel floor and in the reception and restaurant. Branded Swing bottles in the hotel rooms.
- Branded Wave bottles in the restaurant area and for all employees.

Guests give very positive feedback

- Elimination of 70,000 water bottles per year and cost savings of 30% for drinking water supply in the rooms.
- Significant time and resource savings by eliminating previous bottle handling (purchase, storage, cooling, transport).
- Positive effect on the hotel’s ecological footprint.

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Aramark

Food and facility service

- Equipping a state-of-the-art Berlin company with 3,500 employees.
- Summer 2023 installation: a total of 56 I-Tap systems distributed throughout the building.
- BRITA and Aramark have worked together successfully for years.
- Payback at 1-2 years.

Shared values

“The technology and design in line with hygiene safety were our motivations for cooperation. Not to mention the quality of service and the overall quality standards of the water experts, which are 100% consistent with our values as a service provider.”

“You have to offer an offer for everyone. This applies to foods up to coffee specialties and, of course, to drinking water. Chilled, ambient, still, medium, sparkling or hot for tea and Ayurvedic indulgence. We have the right solution for every need.”

“I haven’t experienced a customer in over 20 years who has re-dedicated to a pipe-connected water dispenser.”

Erbil Sayin
Manager Operations
Refreshment Services Germany,
Aramark



“For an environmentally and health-conscious generation of employees, water from plastic bottles is no longer a state of the art.”

Luisa Regnery
Project Manager, trivago

After all, those who demand maximum performance from their employees in a dynamic environment must offer plenty in return.

Trivago

New standards in employee dining

- Stunning, beautifully-designed international food court at Düsseldorf HQ.
- Sustainable oasis of well-being for communication.
- Approximately 1,200 employees on 30,000 m² of creative space.
- Water is the No. 1 choice for employee refreshment.

BRITA water dispensers and Trivago: a perfect pairing

- Positive feedback: easy to use, always fresh, delicious drinking water.
- Saves a lot of effort compared to logistics around bottled water.
- Fits perfectly with contemporary campus concept.

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Zurich insurance



The sustainable office of the future

- The goal of the insurance group with 55,000 employees worldwide is to create a better future together.
- The new office in Swindon, UK has therefore been created with a special focus on sustainability.
- Zurich is working with our partner BELU, which focuses on sustainable drinking water solutions.
- 31 C-Tap water dispensers have been installed in 8 Zurich office buildings in recent years.

Reliability and reduced environmental impact

- The C-Tap offers efficient hot water output as well as the various cold water options. So there's always plenty of piping hot water for cups of tea or warming mugs of soup.
- Other highlights include modern device design, energy efficiency, portion control (glasses, bottles) and intuitive operation.

“We encourage and support our employees to think sustainably wherever possible. BRITA water dispensers offer hot or chilled water, which also means that we were able to move from our hot drink machines to a lower-waste and more sustainable approach.”

Louise Sheppard
UK Head of Workplace Services and Social Sustainability, Zurich Insurance Company

“BRITA offers excellent quality and a strong service and customer support team. They are very good at optimally implementing installations and maintenance of a larger number of devices.”

Luke Tullo
Operations Lead, BELU