



WE WILL CHANGE
GETHER
PEOPLE
IN WATER
SUSTAINABLY



“In the future, everyone
will design their own water.”

Markus Hankammer, CEO BRITA Group



We love water.



Everyone needs something that drives them. For me personally, as for BRITA as a whole, it is a passion for water. Water is both unique and an everyday phenomenon, essential to life and lifesaving, very simple and yet highly complex. While it is freely available in high quality for many people, it is very difficult for numerous others around the world to access. Water is a scarce resource that is worth protecting. Considering how we might do so is both exciting and a challenge that we like to face head on every single day. In short: water is elementary for BRITA. And we're not simply playing with words here: this really does describe the close relationship that we have with this special element.

Today, over fifty years after it was founded, BRITA as a company is a global player with a long family tradition and is more dynamic than ever before. In just a few decades, we have developed from a manufacturer of water filter jugs into a broadly positioned solutions provider and have expanded across the world from Taunusstein in the heart of Germany. Our vision is this: We will change the way people drink water sustainably. Given this aim, I would like to invite you to get to know BRITA better. I am sure that our passion for water will rub off on you as you read about and see what we have to offer.

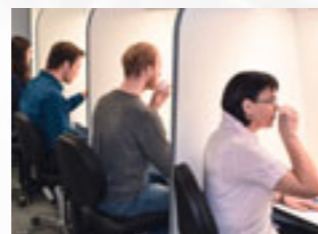
Yours,
Markus Hankammer

And we do everything we can to understand it better.

BRITA immerses itself in the element of water every single day in order to better understand its quality and characteristics. And because water is all about flavour, we also need specialists such as Birgit Kohler, a qualified water sommelier who manages the sensory laboratory at BRITA. Together with a highly trained expert team, she researches individual flavour experiences. This in-house scientific expertise helps the company to achieve an ever better understanding of the basic quality of water and enables us to derive ideas for new products from our findings. This helps BRITA to get one step closer to its mission “We offer to everybody the best possible drinking water experience according to their individual expectations.”



“Flavour is quantifiable,” says Birgit Kohler, certified water sommelier



Our experts tasting samples in the sensory laboratory



It all began underneath a pear tree.

BRITA is a success story “Made in Germany”. The first chapter in this story begins in 1966 with the young entrepreneur Heinz Hankammer and his idea of using simple means to filter and thus optimize tap water. Searching for a memorable name for his company, he chose his daughter’s first name: Brita. Since those early days, BRITA has developed into the only global brand for drinking water optimization. As a “hidden champion”, the company discovered a niche, created a market for it and continuously expanded it on a global scale.



Company founder and inventor of the water filter jug: Heinz Hankammer

Even though Heinz Hankammer had deep faith in his idea right from the start, he quickly realized that success would depend on convincing others that filtration was effective. This is why he developed the so-called tea test in 1970. He served people two cups of tea.



The tea test developed in 1970 by Heinz Hankammer was an impressive way of showing the difference between filtered and non-filtered water

One contained boiled tap water and the other contained water that he filtered using his invention before boiling. The result? The tea made with unfiltered water had unpleasant streaks on the top, while the other was much clearer and tasted much better. The comparison impressed and his invention became the first BRITA water filter jug.

Today, CEO Markus Hankammer is the second generation of the family to run the company and has transformed BRITA into a global player with around 1,500 employees.

And the pear tree? It stood in the Hankammer family’s garden. The first “serial production” session for the company took place in the shade of this tree many years ago. From a one-man operation to a global company – for good reason the BRITA story is reminiscent of the success today’s start-up’s enjoy.



The first “serial production” in 1967 in the Hankammer family’s garden

We all need water. But we all like it differently.

BRITA has long been a global company. But it could only become one because we continue to think locally: in what way and for what do people need optimized drinking water in the area in which they live? Which products meet these needs best? BRITA has always oriented itself to the distinctive characteristics of each individual market in which the company has a presence. And the differences between them are considerable.

In Germany and northern Europe, the making of tea and coffee is one of the main applications for filtered water. The United Kingdom, the home of “tea time”, was the first foreign market that BRITA conquered in the 1980s and remains one of the most important.

In southern European countries, filtered water is drunk chilled. Tap water is often highly chlorinated or contains other elements that affect its flavour and smell as well as fine particles. With BRITA, the flavour of drinking water can be considerably improved. And it is cheaper and more environmentally friendly than water from plastic bottles.

In Asia, people’s faith in water quality is very low. Not even the enjoyment of tea or hot water is a given. The BRITA products developed especially for the Asian market make people feel good and bring a portion of cheer back to everyday life.



We offer to everybody
the best possible drinking
water experience according to
their individual expectations



Invented in Germany. Popular around the world.

It all began underneath the pear tree. And even as early as the 1980s, the small company was beginning to take its first steps beyond Germany's borders: its internationalization began with the United Kingdom, France, Spain and Italy, which are all still important markets today. This upward trajectory has continued at a steady pace – today, BRITA is a by-word for optimized drinking water in over 60 countries on five continents and the only global brand in this segment.

The “Asian century” started in 1996 when BRITA launched a joint venture in India. In Asia, which is now home to 60% of the world's population, it has tapped into market after market ever since: Russia, Japan, Taiwan, Hong Kong and China. The recipe for success was always the same: serve local needs with innovative solutions.

Family company or global player? Both!

BRITA wants to continue its dynamic growth and entrepreneurial success in future. At the same time, it aims to retain the independence and identity of the family company. With this mindset, BRITA has become a term that refers to the optimization and individualization of drinking water across the world and has developed in an incredibly positive way economically. This success is rooted in three elements:


Firstly, BRITA employees across the world with their links to the company, their commitment, creativity and willingness to always go one step further.

The corporate strategy “BRITA 2020 – Conquer New Waters” also plays a central role in driving forward the expansion of our business segments, both geographically and with a view to the product portfolio.

And finally, the sustainable, innovative and versatile product solutions that BRITA offers both now and in the future and the benefits they provide, which are understood by people all over the world.



When it comes to drinking water optimization, BRITA is the only truly global brand



Our wish for the future: sustainable growth.

At BRITA, it's all about the most precious of all natural resources. By its very nature, a topic such as water also involves recognising that you have a great degree of responsibility towards the environment. Like any other company, BRITA wants to grow – not at any price, but sustainably. Careful interaction with resources, waste reduction and recycling are a matter of course. But it is not just about keeping our environmental footprint as small as possible. BRITA also wants to raise awareness amongst people in general. To make them change their drinking habits over the long term and reduce their impact on the environment by using BRITA products. We are on track in this respect: in 2015, enjoyment of BRITA filtered water saved 250,000 tonnes of CO₂ from being released into the atmosphere.

It will take centuries for this bottle to disappear.

There are many reasons why water is the number one food product: drinking water is healthy, refreshing and simply does us good. However, there are no good reasons for drinking water from a bottle. On the contrary: plastic bottles have a poor ecological balance, make water unnecessarily expensive and eventually end up as plastic waste with devastating consequences for our environment and the oceans.

With its products, BRITA wants to help change people's drinking behaviour over the long term and protect our planet.



A single plastic bottle can take up to 400 years to decompose. Isn't it high time we found some alternatives?

Then.

Plain, efficient, innovative:
the household water filter I from
1970 was the first complete water
filter system made by BRITA



Now. And tomorrow.



Future-oriented, attractive,
individual: with the BRITA
waterbars, you can have
your favourite water at
home any time – unlimited,
fresh and easy

yource pro top by BRITA –
the compact waterbar in a stylish 360° design.

BRITA filtered and optimized water at the touch of a button. From still
to sparkling, either chilled or not chilled. It's never been easier to enjoy
fresh, BRITA filtered water.

There's always
a BRITA moment
happening some-
where in the world.

Over 20 billion litres of water run through
BRITA products every year. BRITA
supports its customers across the world in
leading a conscious lifestyle and offers the
right solution for every wish with its large
selection of products.



“As individual
as my family.”



FRANKFURT

07:15

Der #BRITAmoment
from @Eva:
A cup of tea when
everyone's out of
the house

yource pro extra by BRITA
Simple, intuitive and with unlimited access to your favourite
water - via touch display

Still, sparkling, chilled or hot – yource pro extra offers BRITA filtered water exactly according to your tastes. Its easy operation via touch display, stylish design and versatility in terms of use make this all-rounder an innovative water solution for your home.

“A good day begins with a glass of good water.”

BRITA fill&enjoy Style
The new generation water filter.

The classic from BRITA – reinvented. It looks as though it is made from glass and fits perfectly into every environment with its ergonomic design. The fill&enjoy Style is not just beautiful, but also very clever: using a traffic light system, the BRITA Smart Light lets you know when it's time to change the filter cartridge.

The MAXTRA+ Universal cartridge with MicroFlow Technology provides even better performance and flavour



WARSAW

09:32

A #BRITAmoment from @Alicja: Without her energy source in the morning, she wouldn't be able to do anything!



MELBOURNE

10:35

A #BRITAmoment from @Linda and @Jake: Always the three of us on a shopping trip!

“We can’t do without fresh water. But we can do without plastic waste.”

BRITA fill&go Vital and fill&go Active
The modern thirst quenchers for those who are always on the go.

The new fill&go systems filter tap water while you drink it. This means that you can always enjoy BRITA filtered water wherever you are. Your daily companion thus helps you to drink enough water around the clock. In doing so, you help prevent plastic waste and protect valuable natural resources.



MELBOURNE

12:32

A #BRITAmoment from @Jake: One of his easiest exercises? Always drink enough water!

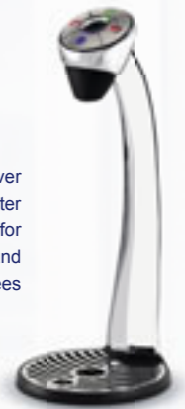


“A glass of water now and then,
and the ideas will start to flow again.”

BRITA water dispenser
A new colleague that the old ones will
welcome.

If you want to stay on form as much as you can, the German Nutrition Society says you'll need around 1.5 litres of water a day to help you do so. The ViTap is quite simply made for your company. It helps your employees drink enough water and offers them cold still, cold sparkling or hot water. With it, not only will you save money and precious resources, but the clever and comfortable water dispenser for kitchenettes, offices and meeting rooms also makes a significant contribution to helping your employees stay productive and feel satisfied.

A clever
drinking water
supply for
customers and
employees



PARIS

14:23

A #BRITAmoment
from @Céline and
@Thierry: Survived
presentation. Santé!

“Dad, our
tap water is sparkling!”

BARCELONA

15:08

A #BRITAmoment from @
Pedro: A quick top up –
my football mates are
already waiting for me.

yource pro select by BRITA
Everything this waterbar does is invisible.

At first glance, it looks like a normal kitchen tap, but if you look more closely, you'll see it offers the most individual way of enjoying water. The waterbar by BRITA Yource supplies you with your personal favourite water straight from the tap: still, medium or sparkling. Enjoy your water fresh, chilled and in unlimited quantities whenever you like.

“We now offer freshly tapped water, too.”

HOHENSTEIN

15:44

A #BRITAmoment from @Peggy: Water that is as individual as your restaurant guests.

BRITA Bottler
Discerning water for discerning guests.

Fresh regional products are on trend. How about serving water from your own “source”? With the Bottler, you can serve your guests and visitors freshly chilled water from your “house brand” – still or sparkling. Should you so wish, you can even serve it in reusable glass bottles in an exclusive design with your individual logo.



“98% of my coffee is made up of water.”

NAPLES

16:18

A #BRITAmoment from @Carlo: The bar's full. No wonder: good water, good coffee!

BRITA PURITY C
Makes your work more reliable.
And invisible.

With water that is optimized by the PURITY C Finest, you can enjoy a taste of la dolce vita in a cup! Thanks to its ideal mineral composition, it teases the aromas out of the ground coffee beans and helps the authentic espresso flavour to unfold. And then there's the crema ... buonissimo!



“In our culture, water plays a very special role.”



BRITA mypure R8
Fits in perfectly with the largest market in the world.

Chinese challenge: In order to significantly optimize the quality of tap water, BRITA uses a cutting-edge reverse osmosis technique that is easy for consumers to use and is installed by BRITA service employees.

The BRITA solution reduces bacteria, odour, metals and limescale without the need for a reservoir tank or pump. Certified by independent institutions for fresh and safe BRITA cleaned water direct from the tap



SHANGHAI

17:13

A #BRITAmoment from @Lian: Great to be able to enjoy water without thinking about it. No matter when.

“I like both:
clear water and clear design.”

BRITA fill&serve Mind
More design icon than kitchen equipment.

Why do we think water tastes better from a bottle? BRITA fill&serve Mind is the elegant and affordable alternative. And not just on a kitchen table, but also a table decked out in all its finery or always close to hand in the living room.

Material: As transparent as glass. Award-winning design.

AMSTERDAM

18:20

A #BRITAmoment
from @Sophie: A brief
breather before getting
ready for the private
art viewing.

“When it comes to water quality,
we can’t make any compromises.”

BRITA water dispenser
Do more than just quench your thirst.

Whether a hospital, care facility or practice – in hygienically sensitive areas, special preventative measures are required. With the BRITA Hygiene Solution, you’ll be on the safe side: this special 3-zone protection comprising a special input filter, sterifilter next to the water outlet and the unique thermal germ block to prevent retrograde contamination fulfils hygiene requirements in challenging environments – as proven by long-term assessments carried out by independent hygiene institutes.



MANCHESTER

21:43

A #BRITAmoment
from @Marc:
Fantastic to have
a water dispenser
available 24 hours
a day.



Whatever the future may bring,
BRITA has already started working on it.

For people who work for BRITA, interacting with water is more than just a job. This is why the company will continue to think in a long-term way and work sustainably in order to develop future-oriented products and solutions for customers across the world with a pioneering spirit of invention.

Imprint
© 2016

Publisher:
BRITA GmbH
Brand Marketing
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F A C T S
F I G U R E S
D A T E S

BRITA at a glance.

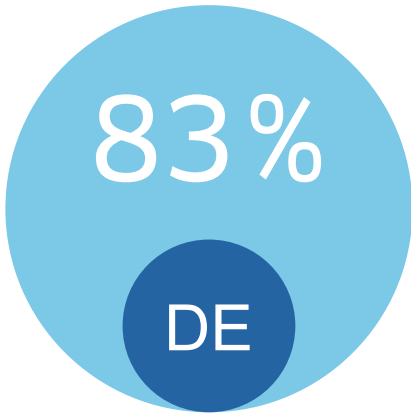
Our company in figures.



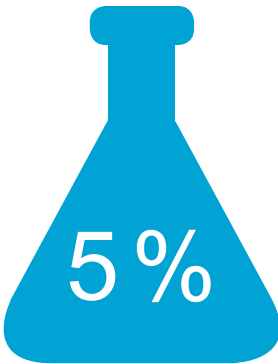
1,697 employees worldwide*



887 employees in Germany*



Proportion of total turnover achieved outside Germany*



of its turnover is invested by BRITA in research and development every year



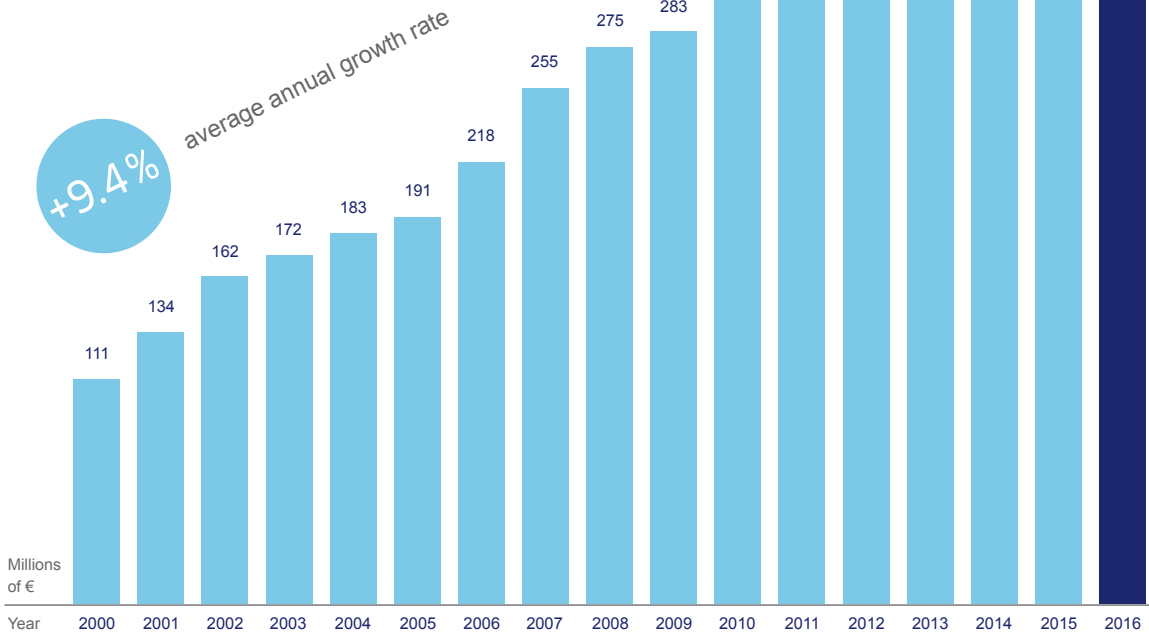
tonnes of CO₂ emissions prevented last year thanks to consumers' enjoyment of BRITA filtered water



litres of water run through BRITA products every year



increase in total turnover for BRITA Group in 2016



5

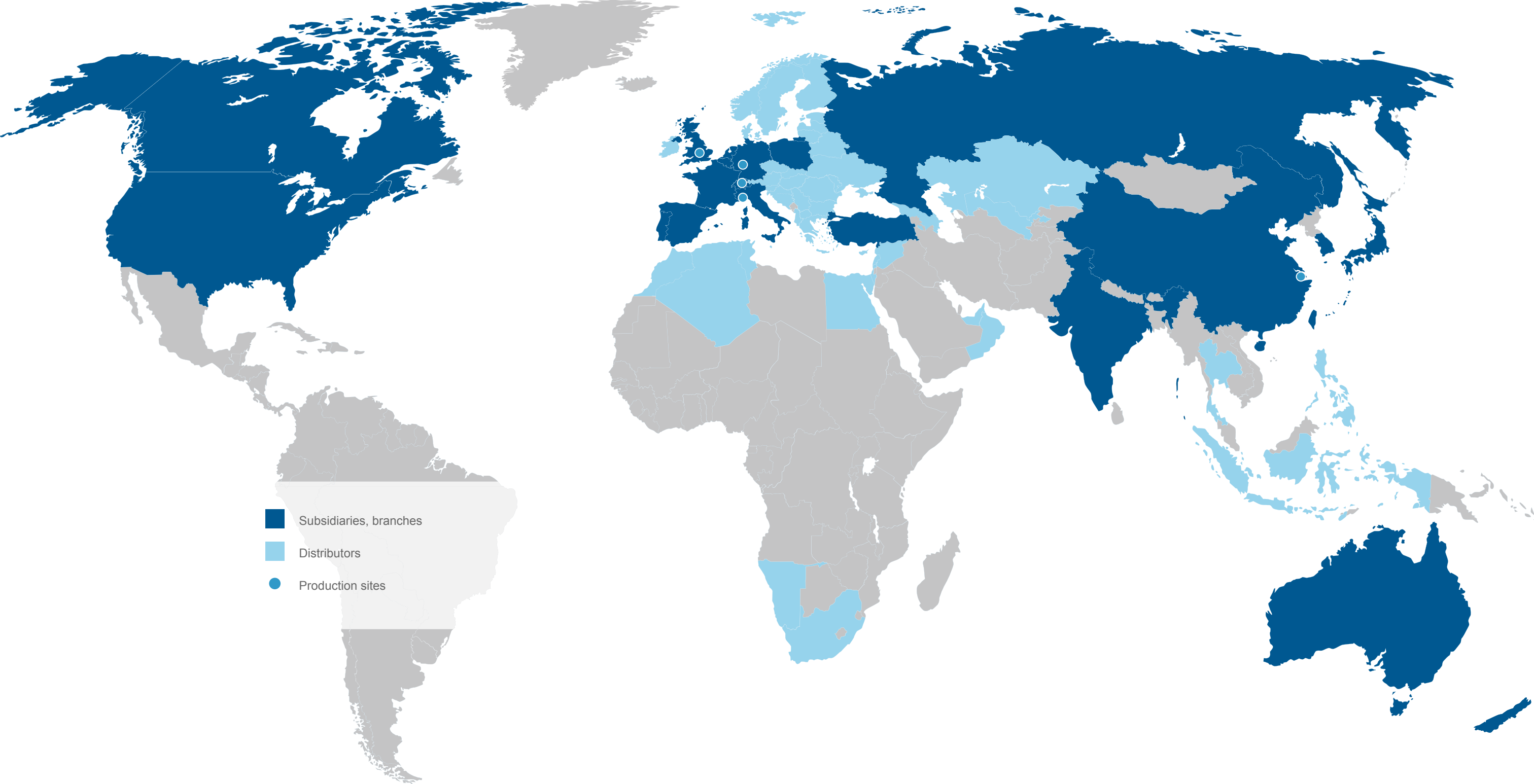


Production sites: Germany, United Kingdom, Switzerland, Italy, China**

*As of 2016. **Operation start in 2017, production for Asian market.

World Wide Water.

Our global reach.



- Subsidiaries, branches
- Distributors
- Production sites

We care about more than just water.

BRITA takes responsibility. Even beyond our own business segments.

Committed to our employees

BRITA encourages its employees to think and act independently. Collaborative interaction with them is an important component in the continuing growth of the company. BRITA loves and promotes diversity. Around 1,700 people of 40 different nationalities work for the BRITA Group across the world.



Committed to the environment

We care about more than just water and we are committed to the environment: with its products, BRITA can help to prevent emissions. But even as a company, we are becoming more efficient in the way we interact with resources and energy in order to reduce our impact on the environment as much as possible.



Committed to society

Social engagement has long been part of the BRITA corporate culture. The company focuses on social aspects, the environment, health, sport and culture.



Committed to art

Enthusiasm for and commitment to the plastic arts and artists are firmly anchored in BRITA's corporate culture. For 25 years, BRITA has supported art and culture in the region around the company's headquarters of Taunusstein. With the BRITA Art Prize, the company has created a platform that celebrates and supports young artists living in Germany.





Tested, praised, award-winning.

The BRITA Group regularly receives prizes and awards for its brand, sustainability initiatives, the design of its products and its quality as an employer.

Here is a selection:



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