

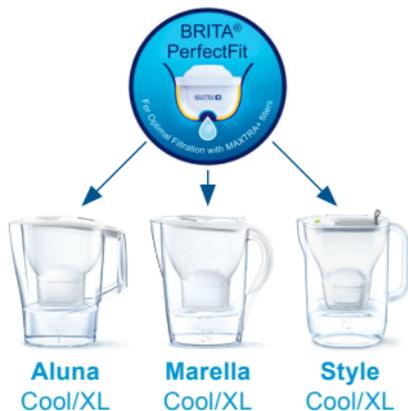


BRITA PerfectFit



A new connection between jug and cartridge forming an advanced filtration system for optimal performance

Which jugs?



Packaging



What is MAXTRA+ PerfectFit?

At BRITA we pride ourselves in providing the highest quality water solutions. The new PerfectFit feature ensures that our filters fit perfectly into our jugs and filter all the tap water reliably. The water will only run through the water filter cartridge if a BRITA MAXTRA+ filter is firmly and properly inserted.

When the MAXTRA+ replacement cartridge is properly inserted it pulls up a valve which then allows the BRITA filtered water to pass through.

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BRITA PerfectFit Guide

Cartridge type	New BRITA PerfectFit jugs 	Old BRITA MAXTRA jugs (Style and Flow)	Old BRITA MAXTRA jugs	MAXTRA Own Label jugs
BRITA MAXTRA+ 	✓	✓	✓	✓
BRITA MAXTRA 	✗	✗	✓	✓
MAXTRA own Label 	✗	✗	✓	✓
Competitor cartridges e.g. Aqua  Optima evolve and evolve+ BWT, Zerowater, Laica	✗	Not guaranteed	✓	✓

FAQs

1. What happens if I use the wrong filter?

The filter might not fit into the BRITA Water Filter jug at all or the water will not be filtered through the filter. You might notice that a bit of water drops out of the filter into the jug, but no proper filtration will take place.

2. How do I clean the PerfectFit System?

BRITA recommends washing the jug and funnel regular by putting it in the dishwasher at a maximum of 50 degrees or by hand with a mild detergent. For best cleaning results of the BRITA PerfectFit jug, please turn the funnel upside down and let water flow for a couple of seconds through the funnel.

3. My tap water is not flowing through my filter or only a small amount is dripping through. What happened?

- You have not used an original BRITA MAXTRA+ Filter
- You have not fully inserted the BRITA MAXTRA+ filter into your water jug. Please press the filter down a bit more and try again.
- You have not fully prepared your cartridge. Please refer back to the instructions on the packaging.

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4. Why do the filters I have at home not fit my BRITA jug anymore?

Please check what kind of filters you have at home. For BRITA quality comes first and we can only guarantee the optimum filtration for our consumers when using our original BRITA MAXTRA+ filters.

5. The funnel of my jug is rattling, is it broken?

No your jug is not broken. What you can hear is the valve in the funnel which needs to have some room to move this is not anything to worry about.

6. My water seems to flow slower now through the filter than with my previous BRITA jug?

Reliable, premium filtration needs time. Please make sure your BRITA MAXTRA+ cartridge is correctly and firmly inserted. The time for filtration is not changed by the PerfectFit jug.

7. Can the PerfectFit system break after having inserted several filters?

BRITA uses only high quality materials and has done extensive testing to ensure consistent quality over the lifetime of the filter jug. If you do have any issues please contact our Customer Care Team on 0344 742 4800 with your proof of purchase to hand, and one of our advisors will help you further.

8. Is there an increased risk of bacteria build up due to the valve being integrated in the funnel?

No. By following BRITA recommendations for cleaning there is no need to worry about bacteria build up. BRITA recommends washing the jug and funnel regularly.

9. Why is the PerfectFit systems not available across all BRITA jug systems?

BRITA has focused on the high volume systems to start in order to bring this product innovation and improvement quickly to our consumers.