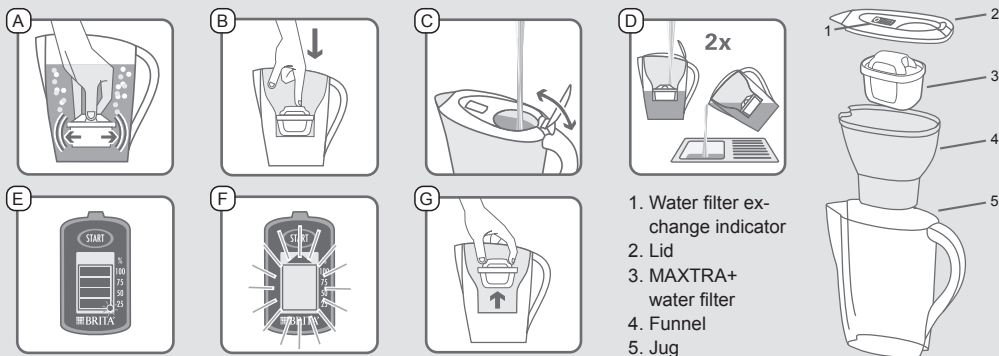


Instructions for use



EN

This is an international product, hence certain offers/provisions mentioned on pack or in the user manual may be applicable to selected countries only.

BRITA water filter jugs are designed for use only with properly treated water, which is safe to drink according to the BIS (Bureau of Indian Standards) drinking water quality standards, and any other statutory required standards at the time in force, and free from microbiological impurities, such as bacteria, viruses and cysts.

I. Thank you for choosing BRITA quality for cleaner*, fresher tasting water.

The innovative BRITA MicroFlow Technology within MAXTRA+ ensures a much more powerful water filtration:

- The small Micro Carbon Pearls are made from carbon from natural coconut shells. Thanks to the BRITA MicroFlow Technology taste and odour impairing substances, such as chlorine, are effectively locked away in millions of pores within the Micro Carbon Pearls of the filter.
- Ion-Exchange Pearls ensure powerful limescale reduction for reliable protection of kettle or coffee machine.
- Effective reduction of metals such as lead and copper that may be present in your water from older domestic plumbing. For cleaner*, fresher tasting water in your hot and cold drinks and for cooking.

*clean as defined by the reduction of metals and taste and odour impairing substances

MAXTRA+ FlowControl: perfect filtration

MAXTRA+ FlowControl ensures the perfect filtration time for best results through the combination of the MAXTRA+ water filter and the funnel of the BRITA water filter jug.

BRITA PerfectFit: Designed to fit with BRITA MAXTRA+ water filters for optimal filtration.

The perfect fit between filter and funnel guarantees that all water is reliably filtered when using a MAXTRA+ water filter.

Lifetime of the MAXTRA+ water filter

MAXTRA+ water filter life depends on local water quality, such as water hardness.

The MAXTRA+ water filter filters up to 150 liters.*

To ensure optimum performance you should change your MAXTRA+ water filter every four weeks. To remind you of the next water filter change, your BRITA water filter jug is equipped with a filter exchange indicator.

* Limescale is certified to be reduced for 120l according to DIN 10521.

Over 50 years of experience is a guarantee of quality

For over 50 years, BRITA has stood for constant innovation and the highest quality of water filter solutions. To reach high quality requirements at BRITA there are stringent internal and external quality controls. The independent and renowned TÜV SÜD controls the consistent quality of household water filter jugs and water filter on a regular basis. TÜV SÜD certifies the food grade quality of BRITA water filter jugs and the MAXTRA+ water filter according to German and European legislation.



II. Quality from the very start

To ensure that you get the best results from your BRITA water filter jug, please follow the instructions carefully.

1 Cleaning instructions for your new BRITA water filter jug before first use and after every water filter exchange

Funnel and jug

Dishwasher safe (max. 50 °C).

For best cleaning results, turn the funnel upside down and let water flow through the valve for a few seconds.

If your BRITA water filter jug has been in contact with food that is likely to cause discolouration (e.g. tomato ketchup, mustard) clean your BRITA water filter jug. To avoid possible discolouration of your BRITA water filter jug, do not include it in a dishwasher containing dirty crockery from such foods.

Lid with non removable BRITA Memo **F**

The lid must not be washed in the dishwasher. Clean the lid by hand.

Tip Please use mild detergents but no abrasive cleaners. For descaling the lid use common household citric acid based descaling fluids.

2 Preparation of the MAXTRA+ water filter **A**

For quality you can trust: BRITA hot steam treatment for hygiene in every MAXTRA+ water filter. Remove the protective wrapper from the MAXTRA+ water filter (Note: The MAXTRA+ water filter may be damp from steam treatment process). Fill the clean jug with cold and safe to drink water. Immerse the MAXTRA+ water filter in the cold water and shake it gently to remove any air bubbles. Remove the MAXTRA+ water filter and discard the used water.

3 Insert the MAXTRA+ water filter **B**

For optimal filtration results it is key that the MAXTRA+ water filter is properly inserted.

The new BRITA PerfectFit system gives you reassurance of a proper filtration by allowing water to only flow when the BRITA MAXTRA+ water filter is fully inserted and creating the right seal. Insert the funnel (4) into the jug (5). Place the MAXTRA+ water filter into the hollow of the funnel and push downwards until it is positioned firmly. If there is no water flow through the funnel after filling the jug with water, the water filter is not fully inserted. Please press the water filter a bit further down and try again. BRITA water filter jugs are especially designed to fit with MAXTRA+ water filters. BRITA can therefore only guarantee optimal filtration when using a BRITA MAXTRA+ water filter.

4 Filling of the BRITA water filter jug

BRITA water filter jug with flip top lid **C**

Open the lid and fill the jug with cold and safe to drink water. The water in the funnel is automatically filtered and flows into the jug. Close the lid carefully again.

5 Activate the MAXTRA+ water filter **D**

The MAXTRA+ water filter must be activated with the first two fillings. Discard the first two fillings or use the water for your plants. With the third filling the MAXTRA+ water filter jug is ready for use – you will enjoy cleaner*, fresher tasting BRITA filtered water. In case that carbon particles are released please rinse the funnel and insert the water filter again. For detailed information about particles please see paragraph "Natural traces" under "Important notes".

*clean as defined by the reduction of metals and taste and odour impairing substances

6 Water filter exchange indicator adjustment

Your BRITA water filter exchange indicator will prompt you when you need to change the MAXTRA+ water filter. The indicator is in the lid of your BRITA water filter jug. BRITA recommends the exchange of your MAXTRA+ water filter at least every four weeks to ensure optimum filtration performance.

BRITA water filter jug with Memo **E F**

The BRITA Memo reminds you to change your MAXTRA+ water filter every four weeks. After activating the MAXTRA+ water filter, please remove protective foil from Memo display and press the "START" button until all four bars appear in the display and flash twice. A small flashing dot at the bottom right corner of the display shows the BRITA Memo is working. Each bar refers to a lifetime of approx. one week. The recommended MAXTRA+ water filter life of four weeks equals four bars or 100%. After each week one bar will disappear to show the remaining MAXTRA+ water filter life. Change the MAXTRA+ water filter when all the bars have disappeared and the arrow starts to flash.

7 Exchange of the MAXTRA+ water filter **G**

Pull the MAXTRA+ water filter out. Follow the instructions for "Quality from the very start" from step 1 to 6.

III. Important notes

Do not expose your BRITA water filter jug to direct sunlight. Keep your BRITA water filter jug away from heating elements, e.g. oven, coffee machine. Store your BRITA water filter jug in a shady, cool place.

BRITA filtered water is dedicated for human consumption only. It is a perishable food and as such please consume it within one day.

Ensure that you have a new MAXTRA+ water filter ready for exchange. BRITA recommends to store your MAXTRA+ water filter in their original wrapping in a cool and dry place.

Over the lifetime of the BRITA water filter jug you may notice limescale build-up on the lid. This is due to the fact that it can come in contact with water containing carbonate hardness (e.g. limescale) or other minerals. Should your BRITA water filter jug not be in use for a prolonged period (e.g. holiday), BRITA recommends that you take out the MAXTRA+ water filter, discard any water left inside, or use it for your plants, and loosely insert the MAXTRA+ water filter again.

Before using the BRITA water filter jug again take out the MAXTRA+ water filter, clean the water filter and repeat steps

3 to 5 of the „Quality from the very start“. Please pay special attention to your BRITA water filter exchange indicator.

Optimum performance



Please filter cold water (max. 30 °C) only. Do not filter water which is not adequate for human consumption before filtering.



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In the event: filter first, and then boil

If an instruction is received from the authorities that mains water must be boiled, then BRITA filtered water must also be boiled. When the instruction to boil water is no longer in force, the entire BRITA water filter jug must be thoroughly cleaned and a new MAXTRA+ water filter inserted.

For certain groups of people (e.g. those with impaired immunity and for babies), it is generally recommended that drinking water should be boiled; this also applies to BRITA filtered water. Irrespective of the water used, you should use utensils with stainless steel or kettles with concealed elements. In particular, people who are sensitive to nickel should use appliances made of stainless steel or kettles with concealed elements.

Hygiene

For hygiene reasons, the MAXTRA+ water filter contents are subject to special treatment with silver. A very small amount of silver may be transferred to the water used. This transference would be within the World Health Organisation (WHO) guidelines.

Sensitive to potassium?

During the filtering process, there may be a slight increase in potassium content. However, one litre of BRITA filtered water contains less potassium than e.g. an apple. If you have kidney disease and/ or follow a potassium restricted diet, we recommend that you consult your doctor before using a BRITA water filter jug.

Natural traces

Like each natural product, the consistency of the BRITA Micro Carbon Pearls is subject to natural variances. This can lead to a slight abrasion of small carbon particles into your filtered water, noticeable as black bits. These particles have no negative health effects. If ingested, they will not harm the human body. In case you observe carbon particles, BRITA recommends to flush the water filter several times with water which is safe to drink.

Correctly dispose of BRITA Memo

The BRITA Memo contains a battery and have a life of approx. five years. At the end of their lives please remember that these devices must be disposed according to all applicable provision and regulations. To remove the exhausted BRITA Memo place a screwdriver in the notch next to the BRITA Memo and push it out.

Please note that the BRITA Memo should not be removed for any other reason than to dispose of it.



Exclusion of liability

Please understand that BRITA cannot accept any liability on their part if you do not follow the given usage instructions.

Dispose of the jug and the used water filter in accordance with local regulations.



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