

BRITA 1050811

BRITA MAXTRA PRO Pure Performance Water Filter Cartridge

Model: 1050811

PRODUCT OVERVIEW

The BRITA MAXTRA PRO Pure Performance Water Filter Cartridge is designed to provide pure and fresh-tasting tap water, while also protecting kitchen appliances from limescale buildup. This innovative filter offers a sustainable and cost-effective alternative to bottled water, enhancing the flavor of both cold and hot beverages.

- MAXTRA PRO ALL-IN-1 is now MAXTRA PRO PURE PERFORMANCE. For a short period of time you might receive either while stock changes over.
- Simplify your hydration: Tap water filtered with BRITA MAXTRA PRO simply tastes better. It is softer and cleaner - pure taste in every sip.
- More sustainable than ever: made in Europe from 50% bio-based materials (lid & barrel) and 99% recyclable - check out more on BRITA's website.
- Taste purity, not impurities: filters off-flavours (chlorine etc.) as well as finest particles ($\geq 30 \mu\text{m}$), micro impurities such as PFAS* and metals, certain herbicides, pesticides & pharmaceuticals.
- More efficient than ever: increased filter capacity by +50% (compared to previous model MAXTRA+). Filter up to 150L in 4 weeks with every single cartridge - and save up to 150 plastic bottles at the same time.
- Need extra appliance protection or limescale reduction? Check out the BRITA MAXTRA PRO Limescale Expert cartridge.
- We are BRITA. A family-owned company with over 50 years of experience and one of the world's leading brands in water filtration. Sustainably made in Europe. German quality & design - since 1966.
- Included: Replacement pack with 4x original BRITA MAXTRA PRO ALL-IN-1 filter cartridges - each last 150L and are recyclable.



The BRITA MAXTRA PRO Pure Performance Water Filter Cartridge comes in a convenient 4-pack, designed to enhance the taste and purity of your tap water.

SETUP AND FIRST USE

Before first use, remove the filter cartridge from its protective packaging. Submerge the new filter in cold water and gently shake it to remove any air bubbles. This priming step ensures optimal performance.

MAXTRA PRO All-in-1 is now **MAXTRA PRO Pure Performance!**

Same product,
new name and
packaging



Each BRITA MAXTRA PRO filter cartridge is individually sealed to maintain freshness and ensure optimal performance upon first use.

Insert the primed filter firmly into the funnel of your BRITA water pitcher or dispenser until it clicks into place. Fill the pitcher with tap water. Discard the first two fillings of filtered water, as these may contain loose carbon particles. The filter is now ready for use.

Pure taste without impurities.

Say goodbye to bad tastes, PFAS,
metals, limescale, and more!*



* Such as PFOS/PFOA. Tested to NSF/ANSI 53

The filter is designed for easy insertion into compatible BRITA water pitchers and dispensers, ensuring a secure fit for effective filtration.

OPERATION

The BRITA MAXTRA PRO filter utilizes an innovative 4-stage filtration process. Natural activated carbon from coconut shells and ion exchanger pearls work together to effectively reduce taste-impairing substances, micro-impurities, and metals. Simply fill your BRITA pitcher with tap water, and the filter will purify it as it passes through.

For all
water lovers:

Softer, cleaner
water and
pure taste.

New name:
All-in-1 is now
**Pure
Performance**

The MAXTRA PRO ALL-IN-1 filter is now known as MAXTRA PRO Pure Performance, offering the same high-quality filtration with updated packaging.



1 filter, 4 weeks: 150L full of flavour.



Enjoy freshly filtered water with improved taste. The filter's design incorporates 50% bio-based materials, reflecting BRITA's commitment to sustainability.

Saves money & is more sustainable than the bottled stuff.

From just
5p
per litre*

* based on comparing the price per litre with the lowest price for 1L bottled water available in the market, and comparing waste per year and CO2 emissions per litre - per XX.XX.XX.

The advanced filtration system effectively reduces taste-impairing substances, micro-impurities like PFAS, and metals such as lead and copper, providing pure-tasting water.

MAINTENANCE AND FILTER REPLACEMENT

For optimal performance and water quality, it is recommended to replace your BRITA MAXTRA PRO filter cartridge every 150 liters or approximately every 4 weeks, whichever comes first. Many BRITA pitchers include an electronic memo or manual indicator to remind you when a replacement is due. Used BRITA cartridges are recyclable. Please visit the official BRITA website for information on how to recycle your used filters in your region.

Don't forget to recycle!

Find out more about our recycling programme on the BRITA website.



BRITA encourages recycling of used filter cartridges. Information on the recycling program can be found on the official BRITA website.

TROUBLESHOOTING

If you notice a change in water taste or flow rate before the recommended replacement time, it may indicate that your tap water has a higher level of impurities than usual, or that the filter is being used more heavily. Ensure the filter is correctly seated in the funnel. If issues persist, replace the filter cartridge.

Demand the best:

Fits all BRITA jugs, BRITA Flow
& BRITA compatible kettles.

THE
ORIGINAL
SINCE 1966



The MAXTRA PRO filter is compatible with all BRITA jugs, BRITA Flow dispensers, and BRITA-compatible kettles, ensuring broad usability.

For regions with particularly hard water, where limescale buildup is a significant concern for appliances, consider using the BRITA MAXTRA PRO Limescale Expert cartridge. This variant offers enhanced limescale reduction compared to the Pure Performance model.

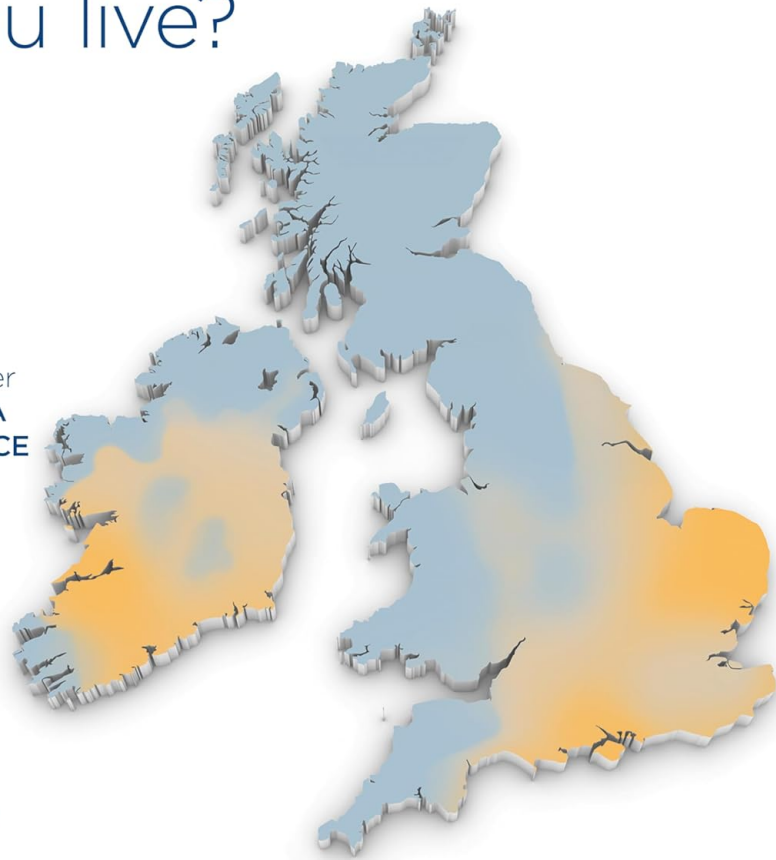
Which MAXTRA PRO is right for where you live?



In a **blue region** (soft water area) choose the **MAXTRA PRO PURE PERFORMANCE**



In an **orange region** (medium/hard-water area) choose **MAXTRA PRO LIMESCALE EXPERT**



Depending on your region's water hardness, BRITA offers different filter types. The Pure Performance filter is ideal for soft water areas, while the Limescale Expert is recommended for hard water.

Which one's for you?

Hard water?
This filter has
your back!



PURE PERFORMANCE

Softer, cleaner water and pure taste.



LIMESCALE EXPERT

Next level taste for your hot drinks & shiny appliances.

Choose between the Pure Performance filter for softer, cleaner water, or the Limescale Expert for enhanced appliance protection and limescale reduction in hard water areas.

PRODUCT SPECIFICATIONS

Feature	Detail
Material	Plastic
Product Dimensions	2.24"D x 3.94"W x 2.99"H
Item Weight	0.11 Kilograms (3.73 ounces)
External Testing Certification	ANSI
Product Benefits	Reduces certain herbicides, pesticides & Pharmaceuticals
Brand	BRITA
EU Spare Part Availability Duration	2 Years
Unit Count	4.0 Count

Compatible Water Purifier Models	BRITA Flow water filter tank
Number of Items	1
Manufacturer	BRITA
Item model number	1050811
Date First Available	August 22, 2023

WARRANTY AND SUPPORT

BRITA offers a 2-year spare part availability duration within the EU. For specific warranty details and terms, please refer to the documentation included with your product or visit the official BRITA website.

For any product inquiries, technical assistance, or customer service, please contact BRITA customer support. BRITA is a family-owned company with over 50 years of experience in water filtration, committed to providing high-quality products and support.



We are BRITA.

A family-owned business with more than 50 years of expertise in water filtration.

Made in Europe

Customer Service

BRITA products are made in Europe, backed by over 50 years of expertise in water filtration. For any inquiries, dedicated customer service is available.

