

FAQs about BRITA consumer products

Water filter jugs

1. What does mass-balance approach mean?

To ensure that our products contain as much bio-based material as claimed, we use what is called a “mass balance approach”. This concept is, for example, also used in the green electricity market or the certified cocoa supply chain. Mass balancing is an accounting method where, in our case, bio-based materials are mixed with fossil-based materials during the production process and then allocated to the final product. All our suppliers are audited and certified according to the internationally recognized ISCC PLUS mass balance certification standard and we ensure the bio-based material is tracked across the entire production process.

2. Are products with bio-based plastic composable or bio-degradable?

No, bio-based materials are not necessarily compostable or biodegradable. Our bio-based plastics have the same technological characteristics and qualities as fossil-based material. This also means they can be recycled in a regular plastic recycling process, so it is important to dispose them according to the local waste management.

3. Why does BRITA use only mixtures with bio-based material?

New and innovative materials like bio-based plastics are not always available for our worldwide production. This is why we decided to start with mixtures of bio-based and conventional plastic to ensure that we can always deliver what we promise.

4. What is bio-based material and is it really sustainable?

Bio-based plastics are plastics made entirely or partially from renewable, biological sources such as crops and plants. However, we believe agricultural land should be used for growing human or animal food, not feedstock for the plastics industry. Therefore, the innovative bio-based materials we use come only from leftovers from other processes, for example in food or paper production. We think using materials that would otherwise be disposed is a truly sustainable solution.

The bio-based materials are just as durable as regular plastics and often can only be distinguished from fossil-based plastics through scientific analysis. They can be used in products or packaging to replace conventional plastic and therefore play a critical role in reducing our dependency on fossil fuels.

We believe bio-based materials help reduce carbon emissions and contribute to a circular economy, because they are made from renewable sources and are recyclable just like ordinary plastic.

5. What does the ISCC logo mean?

ISCC is a globally recognized certification scheme for bio-based materials and only one of very few certification schemes available. Originally, ISCC was developed to monitor and certify bio-mass materials used to produce bio-fuels and other renewable input for the chemical industry. It has expanded to also include the production of bio-based plastics and the ISCC PLUS certification verifies the compliance with sustainability and traceability requirements. It is our ambition to have an independent verification which provides utmost transparency about such an important topic.

6. What is the origin of the bio-based material for the "Style eco" water filter jug?

For the water filter jug "Style eco", we use bio-based material from residues from various sources, including the Scandinavian forestry industry, for example in the form of tall oil, which is a by-product of wood processing.

7. How can I clean the BRITA Glass Jug?

You can clean your BRITA Glass Jug by hand using warm, soapy water and a sponge or in the dishwasher up to 60° C. For ultimate hygiene, we recommend detaching the silicone sealing ring from the funnel and reattaching it after it is thoroughly dry. The silicone sealing ring can be cleaned in the dishwasher, too.

8. Can I use my BRITA water filter system with liquids other than tap water?

No. BRITA water filter systems are designed for use only with municipally treated tap water or with water from private supplies that has been approved safe to drink.

9. Are BRITA water filter jugs dishwasher-safe?

Yes, most of our jugs are dishwasher-safe up to 50°C. Alternatively, you can wash your BRITA water filter jug by hand using warm, soapy water and a sponge. Please see the instruction manual for more information.

The following BRITA products/components are **not dishwasher safe**. Please clean as describe in the instruction manual:

- BRITA Fun
- BRITA Flow
- BRITA water filter Jug Lids containing BRITA Memo

METER and Smart Light: remove from the lid before placing lid in the dishwasher

10. Does the XL size water filter jug fit easily in the fridge?

No, the Cool version is designed to fit in the fridge door, while the XL size provides you with a larger capacity of filtered water.

11. Do the water filter replacement indicators (BRITA METER, BRITA MEMO or BRITA Smart Light) require a battery?

No, the BRITA water filter replacement indicators are provided with a non replaceable battery inside. If your indicator has stopped working please contact our [Customer care team](#).

12. How do I activate my BRITA MEMO?

Simply press and hold the start button on the lid until four bars appear on the display and flash twice. Now BRITA MEMO will start the countdown. The flashing dot in the display's bottom right-hand corner indicates BRITA MEMO is working. The number of bars on the display indicates the remaining lifetime of the water filter in weeks, with one bar disappearing each week.

You should replace your water filter at least every four weeks. This way you'll enjoy optimum performance from your BRITA water filter.

13. How do I activate my BRITA METER?

After inserting a new MAXTRA+ filter cartridge, press and hold the start button on BRITA METER for approximately six seconds. When four bars appear in the display and 'OK' flashes, you've activated BRITA METER and your MAXTRA+ cartridge is filtering properly.

To determine the remaining lifetime of your MAXTRA+ filter cartridge, simply look at the percentage shown in bars on the display. Flashing water droplets that move successively from top to bottom on the display indicate an active filtration process. When the empty filter cartridge icon flashes 'NEW', it's time to replace your MAXTRA+ filter cartridge.

You should replace your filter cartridge at least every four weeks. That way you'll enjoy optimum performance from your BRITA cartridge.

14. How do I activate my BRITA Smart Light?

Simply press the LED button on the lid to see the current filter status. Each time you use the water filter, BRITA Smart Light tells you the filter's status with its coloured flashing lights.

15. Why do the filters I have at home not fit into 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 optimal filtration for our consumers when using our original BRITA MAXTRA+ filters. Please make sure you only use MAXTRA+ filters.

16. What's the difference between BRITA METER and BRITA MEMO?

Both features are electronic water filter replacement indicators that remind you when to replace your water filter.

BRITA MEMO tracks the time since you last replaced your filter. Simply press the button to start the countdown. It automatically reminds you when it's time to replace the water filter.

BRITA METER uses three factors to determine the optimum time to replace your filter: the volume of water filtered, the water hardness and the time since the water filter was last replaced.