

WATER WORKS

It's true, even Kit Free and Anthony Spruce of EWC and BRITA respectively agree - water treatment is NOT sexy! However, it is becoming more and more important as running costs come under pressure and operators look for new ways to drive quality and long term sales



■ BRITA's PURITY C filters are recyclable

That, Kit explains, is why EWC (European WaterCare) and BRITA have joined forces to offer a new technology to a sector of the market which previously seemed unreachable.

Most of us are familiar with the results of unsuitable water - scale, taint, unpleasant hot dishes and constant appliance down-time. Link this with the costs and water becomes a compelling subject and its treatment even more so.

Both EWC and BRITA are well known, respected companies. EWC, the UK's trade specialist and BRITA, an internationally renowned brand. Each producing products with enviable quality. Both compete within the coffee and

catering markets with differing positions and goals. So why the partnership? Over the past five years, a number of trends have changed, the way businesses need to act to succeed. Long term cost of ownership, true recyclability and sustainability together with a growing consumer coffee knowledge has opened up a need.

EUREKA

BRITA had produced, and launched, its Purity C range of recyclable cartridge treatment systems and EWC had seen a customer demand for a simple, inexpensive product that basically "ensures coffee and tea can be produced from machines which work consistently, even if they are seldom

used" and this, says Kit, is the "Eureka" moment. "It's just like coffee: if you want an espresso, you need to buy a coffee maker. If you want water treatment, you need to buy a filter system. Cartridge systems have the advantage of a very low up front cost.

"We had tried a number of filters from various producers, with varying success, but the C range from BRITA really performed and succeeded in even the most difficult circumstances. EWC has an extensive base of clients and BRITA's products fitted perfectly alongside our own so...why not?! The economic and business climate has changed things and not always in a bad way. Testing times make one consider the previously unthinkable and we all have to adapt and accept change - vive la difference!"

PURITY C FILTER RANGE

BRITA's Purity C Quell ST filter cartridges have been specially developed for use in the coffee sector to reduce the carbonate hardness in drinking water, thus avoiding scale deposits in the upstream appliance. The Purity filter removes heavy metal ions such as lead and copper, whilst also reducing cloudiness, organic impurities and chlorine that impair the quality and taste of the filtrate, including the by-pass water. Typical applications for the Purity C filter cartridges are coffee and espresso machines.

And, not only do BRITA water filters increase machine reliability, they are 100% recyclable too.

CTU RANGE

European WaterCare's CTU (Calcium Treatment Unit) range was also developed for the coffee sector and uses specifically designed resin to remove the carbonate hardness, heavy metals and carbon from the water supply. CTUs are used successfully to provide treatment for all coffee and tea making equipment. The CTUs are exchangeable and when exhausted are replaced with a regenerated exchange unit. The exhausted CTU is returned to European WaterCare's Harlow base where the unit is refurbished and the resin is regenerated before being returned to service as an exchange.

"The choice of product will depend on each client's circumstances and requirements, but both the CTU and Purity C filter range are 'Better for you, better for the environment'," says Kit.

SERVICE

Service is key to water filtration; both the CTU and Purity C filters will become exhausted and need to be exchanged. European WaterCare has its own directly employed service team. Water Care Service provides a full monitoring and exchange service for clients on a nationwide basis. It will test the water on site to determine the hardness and capacity of the system installed. The company can collect water meter readings to establish the frequency of exchange required, and then implement an exchange programme tailored to each installation. Where Water Care Service is given the contract to provide the full monitoring and exchange system it offers a scale free guarantee".

"Alternatively we recognise that some clients may wish to maintain their own service programme and we are happy to assist with this," says Kit. "We can advise on choice of product, filter capacities and exchange intervals.

"The most important factor is to ensure that your water treatment system is kept up to date, as it can only deliver the benefits to you if it is properly maintained."

To recap the benefits

You can save money:

- no down-time caused by limescale
- significantly reduced servicing costs
- less maintenance
- optimised use of ground coffee
- improved energy efficiency

Your customers enjoy:

- fully-developed flavour
- a pleasant aroma
- coffee with a strong, attractive crema

To find out more visit the new web site - www.watercare.co.uk - or call 01279 780250



■ European WaterCare's CTU system works on an exchange basis