



Achieving sustainability goals
with ISCC PLUS.



BRITA – a trusted name in sustainable drinking water solutions

Consumer



Water filters systems and sparkling water makers for the home or on the go

Professional Filters



Filter solutions for the professional sector, e.g. for cafés, bakeries, catering

Dispensers



Water dispensers for offices, hospitality, hospitals, schools and government buildings

Wir sind BRITA. A global family.

2nd generation family-owned

2.262 employees

664 million in sales

5 production plants

28 subsidiaries

70 markets on 5 continents

Our key challenge: Reduce dependency on virgin plastic

One of our sustainability goals:

By 2025, reduce virgin plastic in key products by 30%

Challenges:

Regulatory restrictions for food-contact materials

Positioning as premium brand

Elevated design requirements

Consumer sensitivity around drinking water

Solution for wetted parts:

Bio-based materials



3 strategic applications of ISCC PLUS certified material



How we are implementing ISCC PLUS

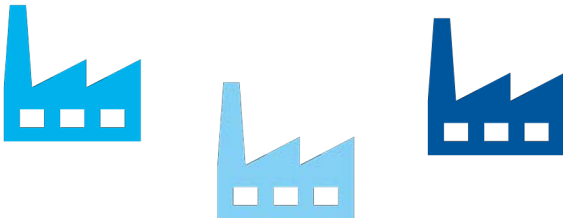
ISCC PLUS licensing partner



(Group global)



ISCC PLUS certified manufacturers



(six certified suppliers)



PLUS: Website, E-shop, sustainability report and social media



Thank you.

