

Press release

World innovation in water optimisation: BWT bestmax BALANCE sets new standards

BWT water+more presents a real revolution at this year's Internorga: BWT-bestmax BALANCE, the new filter generation, for the purest coffee water, without any additives.

The revolutionary product innovation BWT bestmax BALANCE aroused great interest at this year's Internorga. As the first filter cartridge worldwide BWT is thus offering the purest coffee water with an ideal pH value, without adding any silver, phosphates or sodium and thus preventing silver corrosion.

Best BWT water "in Balance" ensures perfect protection for modern technology and simultaneously optimal water for the best, constant quality in the cup and mug. BWT-bestmax BALANCE thus guarantees the perfect basis for every coffee – for the best espresso worldwide.

BWT : Technology goes Flavour

Once again BWT water+more has been able to impressively underline its claim to international leadership under the slogan "Technology goes Flavour". "BWT technology is always tailored to our customers' needs. And with BWT bestmax BALANCE all our partners profit equally from BWT's technological market leadership," said Andreas Weissenbacher, CEO of BWT AG, at the presentation of the world innovation at the Internorga.

As a result, manufacturers of coffee machines and vending automats showed great interest in particular. Because a consistently high water quality is essential for constantly high performance in modern technology. BWT bestmax Balance sets new standards here with pure water "in Balance", free of silver, phosphates and sodium.

And roasters have also recognised the potential of the world innovation. Perfect, pure coffee water with an ideal pH value level, even better filter capacities and thus further improved efficiency in water optimisation ensures optimal coffee quality in the cup, everywhere and at any time, and that highly efficiently.

And what's most important: permanently satisfied customers.

Thus specialist catering retailers also profit: technology that works perfectly with a constantly high quality for all coffee specialities.

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After the world innovation of the “BWT-bestmax filter cartridge range” in 2007 and the patented BWT-Mg2+ technology in 2009, BWT is also setting new standards on the market once again in 2013 with bestmax BALANCE.
BWT – Technology goes Flavour.

Further information:

www.bwt-water-and-more.com

www.watertops.de

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