



NEWS RELEASE

# Brita, Amazon Team Up To Introduce First 'Smart' Pitcher

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NEW WI-FI-ENABLED BRITA  
INFINITY PITCHER AUTOMATICALLY  
REORDERS REPLACEMENT FILTERS  
VIA AMAZON DASH  
REPLENISHMENT

OAKLAND, Calif. and SEATTLE, Feb. 29, 2016 /PRNewswire/ -- People buy a Brita system because they want to get cleaner, great-tasting water from any tap. But in the chaos of life, it can be easy to forget to keep that filter up-to-date.

Now, Brita and Amazon (NASDAQ: **AMZN**) have teamed up to make keeping that Brita filter fresh virtually fool proof.

The new Wi-Fi-enabled Brita Infinity pitcher is equipped with a built-in counter that tracks the amount of water that passes through the pitcher's filter. The pitcher itself will automatically order a new filter through Amazon Dash Replenishment when the old filter nears its capacity. This new connected pitcher with Amazon Dash Replenishment gives Brita owners exactly what they want - a new Brita filter on their doorstep at the time they need it.

**Easy To Start. Easy To Stop.**

When people buy the new Brita Infinity pitcher, they simply need to register on [Brita.com/infinity](http://Brita.com/infinity), connect the

pitcher to their home network and sign up for Amazon Dash Replenishment using their Amazon account. Then, the pitcher connects with the service to ensure automatic replacement filter orders are made when the filter nears its capacity - roughly 40 gallons of water. While the service is automatic, the person stays in control and can easily manage their orders and deliveries online at any time.

"People buy Brita pitchers because they want cleaner, great-tasting water from any tap, but the challenge is remembering to have that replacement filter on-hand, just when you need it," said Brita general manager, Ed Huber. "We saw an opportunity to work with Amazon to make keeping up-to-date on filter changes effortless for Brita users. By integrating Wi-Fi connectivity into this pitcher so it can connect with Amazon Dash Replenishment, we've created an elegant, simple solution to eliminate that moment when you realize you didn't re-order your filter."

The Infinity pitcher also gives Brita customers direct access to Amazon's low prices and reliable delivery.

"Amazon is all about making our customers' lives more convenient. Our goal is to ensure customers always have the everyday essentials they need, and with Dash Replenishment, smart household products know when it's time to reorder to keep those essentials in stock," said Daniel Rausch, Director, Amazon Devices. "With the Brita Infinity Pitcher and Amazon Dash Replenishment, customers will always have clean, great-tasting water. That moment of realizing you haven't changed your filter in months, and you don't have one on-hand, is gone - a new filter magically appears on a customer's doorstep right when it's needed."

### About the Brita Infinity Pitcher

The new Infinity pitcher, available with a sleek black lid and subtle curved body style, holds up to 8 cups of cleaner, filtered water. The pitcher is BPA-free, features a comfort-grip handle and has an easy-fill lid that flips open for faster refills.

Brita's new Infinity pitcher is available now on Amazon at <http://www.amazon.com/gp/product/B018GGK38S> for a suggested retail price of \$44.99. For more information about Brita products, visit [Brita.com](http://Brita.com).

### About Brita

Brita® water-filtration products are marketed in the Americas by The Clorox Company. The brand makes filtering pitchers, bottles and dispensers that let people get great-tasting water from any tap. The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 7,700 employees worldwide and fiscal year 2015 sales of \$5.7 billion.

About Amazon

[www.amazon.com/about](http://www.amazon.com/about)