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## **Purite helps customers change cartridges with QR and video**

Purite has enhanced customer service yet further by launching an innovative but simple to use QR code system that links users to a range of video tutorials on how to replace used water purification cartridges. By scanning a unique QR code on the packaging of replacement pre-treatment and deioniser cartridges the user is directed to a video that shows a step-by-step process for correctly replacing the used cartridge with a new one. Purite is the first purification system manufacturer to introduce this technology to the market, offering a unique advantage to its customers.



“Using video to directly help our customers is something we are extremely excited about.” says Steve Mines, Sales manager at Purite. “By utilising the power of the smart phone, the QR code and the online video, we are giving our customers 24/7 access to a step-by-step process that will help them save time and boost efficiency.”

Purite recommends that iPhone users download the [‘QR Reader for iPhone’](#) app, which works across all iPhones and iPod touch models. For Android users, there’s [‘QR Droid’](#),

which was recently voted '5 out of 5 stars' by PC World and Android magazine and has been downloaded well over 10 million times. Both these apps can be downloaded for free on the app store or Google Play store.

You can watch all of Purite's latest videos on the company's [youtube page](#).

Further information is available from Purite Ltd, Bandet Way, Thame, Oxon. OX9 3SJ

Tel: 01844 217141 Fax:01844 218098

Email: [contactus@purite.com](mailto:contactus@purite.com)

Web: [www.purite.com](http://www.purite.com)

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For further copies, images or other details on Purite Ltd please contact us on 01908 533253

or email [info.purite@4cm.co.uk](mailto:info.purite@4cm.co.uk).

### **About Purite**

Purite designs, develops and manufactures water purification systems for use in applications in both the healthcare and research sectors and throughout industry. The company specialises in a wide range of technologies, including ion exchange, carbon adsorption, reverse osmosis, ultraviolet irradiation, electro-deionisation and ultrafiltration.

Purite solutions can be supplied as stand-alone units or as fully integrated systems with production capacities up to many thousands of litres per hour. In every case, the company provides full installation, technical and service support.

Written & issued by 4CM  
Telephone: 01908 533253  
Email: [info.purite@4cm.co.uk](mailto:info.purite@4cm.co.uk)



Purite has been established for over 30 years and is accredited to ISO 9001:2008, ISO 14001 and ISO 18001. The company is part of Degremont Industrial Solutions, a major water solutions provider backed by the resources of the multi-national SUEZ group.