ROYAL DOULTON
ELITE
Complete
home drinking water
filtration system

Over 180 years

of research and development in every drop of water...

The Royal Doulton® ELITE home drinking water filtration system combines the very best technology, research and materials to set a new standard in drinking water quality.

Designed to be discreetly fitted under the main kitchen sink, the Royal Doulton® ELITE will provide high quality, tasty drinking water from a dedicated tap.

The system draws on a rich heritage of innovation in ceramic technology.

In the 19th Century, Royal Doulton® was asked to create a water filter for Queen Victoria's household to provide clean drinking water from the filthy River Thames. More than 180 years later, Doulton® still stands for the highest standards in water filtration.

There are literally hundreds of years of experience flowing through every drop of Doulton® filtered water to deliver a premium water filter that is the perfect fit for a luxurious lifestyle, with a focus on wellbeing.

In the Royal Doulton® ELITE a high-specification ceramic filtration candle draws contaminants from the water supply providing absolute filtration by removing 99.99+ per cent of many contaminants and particles.

The Royal Doulton® ELITE housing is made from BPA free engineered plastics and features an automatic water shut-off to allow easy removal and replacement of the filter candle.

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...It's time to start drinking healthy, great-tasting water

The ceramic outer shell of the Royal Doulton® ELITE is capable of removing pathogenic bacteria, and cysts including E coli, Shigella, cholera, giardia and salmonella. The candle is impregnated with silver to prevent bacteria growth.

Activated carbon is used to draw out chlorine to improve the taste of drinking water, while heavy metal reduction media targets any lead, mercury and cadmium present.

Slow release scale inhibitor helps to protect your drinking water appliances whilst retaining the essential healthy minerals in your tap water.

With the contaminants removed the filtered water is channelled towards a stylish Royal Doulton® tap. This long reach tap also features an LED display that indicates when the filter will need to be changed to retain optimal performance.

For tap water of the highest standard choose the Royal Doulton® ELITE.

ROYAL DOULTON

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Aspire to the best

To get the most out of life we have to make quality choices and aspire to the best in every aspect to achieve the perfect balance of health, happiness and enjoyment.

Water is a life force.

Royal Doulton® ELITE brings a new dimension to drinking water through the highest standards of filtration.

With hundreds of years of experience flowing through each and every drop quality is assured.

Make clean, tasty water the foundation of your healthy lifestyle.

Choose to drink Royal Doulton® ELITE water.

Filter performance

Candle Grade 49mmø		ELITE
		Ceramic microfilter plus carbon block core, heavy metal removal media & scale inhibitor
Filtration Rating	Absolute (defined as >99.99%)	0.9 micron
(% particulate filtration efficiency)	Nominal (defined as >99.9%)	0.5 to 0.8 micron
	Nominal (defined as >97%)	0.2 to 0.3 micron
Working Pressure (for pressure filter use)	Minimum	10 psi
	Maximum	125 psi
Working Parameters	Working temperature range	5 - 30 (°C)
	Working pH range	5.5 - 9.5
	Recommended change frequency	6 months
Flow Rate		
	Litres per minute	1.9
	US gallons per minute	0.5
Capacity		
Before replacement to guarantee performance	Litres	3800
	US gallons	1000
Quality Approval	Turbidity reduction to NSF std. 53	>98%
Pathogenic Organisms		
% Bacteria Removal	E. Coli / Cholera / Shigella / Typhoid / Klebsiella Terrigena	>99.99%
% Cyst Removal	Cryptosporidium	>99.99%
	Giardia	>99.99%
Trace Organics Removal*		
Insecticides	Lindane @ 0.1ppb presence	>85%
Herbicides	Atrazine @ 1.2ppb presence	>85%
Phenols	TCP @ 1.2ppb presence	>50%
Polyaromatic Hydrocarbons	PAHs @ 0.2ppb presence	>95%
Trihalomethanes	Chloroform @ 150ppb presence	>50%
Enhanced Organics Removal*		
Lindane	2ppb presence	Ave 70%
Atrazine	9ppb presence	Ave 90%
Benzene	15ppb presence	Ave 87%
Inorganics Removal		
Free Chlorine Removal	2ppm presence	>96%
Monochloramine Reduction*	2ppm presence	Ave 64%
Heavy Metals Removal		
Lead reduction pH6.5	@ 150ppb presence to NSF Std 53	98.7%
Lead reduction pH8.5	@ 150ppb presence to NSF Std 53	†99.1%
Mercury reduction pH6.5	@ 6ppb presence	Ave 90%
Cadmium reduction pH 6.5	@ 30ppb presence	Ave 95%
Scale inhibition Reduce scale build up	Slow release scale inhibitor	✔

† Internally generated test data.

* Tested to 600 USG (2300L)

Turn your back on plastic

The planet is being swamped with single-use plastic waste that is threatening eco-systems across the world.

Up to 500 billion plastic bottles are bought across the world each year, many of these are not recycled.

Plastic takes hundreds of years to decompose with 100,000 marine animals and one million seabirds dying each year as a result of plastic waste.

Single-use plastic is a huge part of this problem, not least plastic water bottles. The British government has now outlined a 25-year plan to stop the use of 'avoidable' plastic, while UK supermarkets have pledged to ban unnecessary single-use plastic by 2025.

Royal Doulton® filtered drinking water provides the very best quality water, without adding to the problem of single-use plastic waste.

With a Royal Doulton® ELITE water filter families can fill up reusable bottles before leaving the house safe in the knowledge they will have ready access to high quality drinking water – without adding to plastic pollution.

Plastic in drinking water

The extent of the plastic waste problem has been driven home by findings that plastic microparticles are often present in bottled water and tap water.

The Royal Doulton® ELITE removes microparticles down to 0.2 microns in size from drinking water.

You can play your part in reducing single-use plastic waste by choosing a Royal Doulton® ELITE water filter to provide sustainable access to high quality water.

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Distribute by: MY SHOPNSAVE GROUP SDN BHD

www.doulton.my

Manufactured by:

Doulton Water Filters, Newcastle, Staffordshire, ST5 9BT, United Kingdom.

CERTIFIED LUCIDEON ISO 9001 MANAGEMENT SYSTEM

WRAS APPROVED PRODUCT

Water Quality Association

Certifications held by Fairey Industrial Ceramics Limited, see website for full details.

Royal Doulton® is a trademark registered to Fairey Industrial Ceramics Limited.
Independently tested, see website for full technical and performance specifications and product availability.
State restrictions may limit the availability of certain products in California, Iowa and Wisconsin.

A GENUINE WATER FILTER MADE IN BRITAIN

Issue 1 June 2018 Fairey Industrial Ceramics Limited trading as Doulton Water Filters.

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