



According to Asia Ferruzza at water dispenser manufacturer Zerica, the company's customers prioritise safety and taste – however, budget is also a consideration. "[Customers] always prefer an environmentally friendly solution and of course reflect on the yearly costs. For that reason, ultrafiltration and carbon filters are the preferred solution when water quality is acceptable, otherwise they usually prefer an RO (reverse osmosis) system."

Emerging technologies

Recent advancements in technology, including artificial intelligence (Al), Internet of Things (IoT)powered sensors and advanced meters, have provided filter users with innovative tools to monitor and enhance water quality.

As discussed earlier in this article, inadequate maintenance of equipment can be a major cause of poor water quality. Intelligent systems can pre-empt these problems, preventing them from becoming a more serious issue.

"Recent technologies like our Auxilia IoT system allow us to track, record and analyse all maintenance in order to improve the overall experience," Zerica's Ferruzza told *Refreshment*. "This means that in both domestic and professional markets, customers can control the life of the filter and maintenance status for complete peace of

mind."

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