

Product Summary

FICL owns and manufactures Four brands within the ceramics water filter category - Doulton, British Berkefeld, Fairey and Royal Doulton. These brands specialise within the Point of Use (POU) ceramics water filters market and are respected as market leaders by their peers. The ceramic product line is of very high quality and is manufactured in the UK of natural materials.

History of the Doulton Ceramic Filter

The roots of the company stretch back over 200 years to the beginning of the English china industry. The company's impressive history is dotted with the names of Queen Victoria, Louis Pasteur, and King Edward VII. From its humble origins on the banks of the River Thames, it grew to become the premier name in ceramic water filtration.

John Doulton

On the eve of the Battle of Waterloo in 1815, John Doulton was taken into partnership by the widow Martha Jones who had inherited from her late husband a pottery in Vauxhall Walk, Lambeth, by the side of the Thames river. Her foreman John Watts was included in the partnership and the new firm became Jones, Watts and Doulton Company. John Doulton founded his first pottery that same year, 1815, at Lambeth, England on the banks of the Thames river.

The main products of the original company were ceramic busts, figurines, canning jars and tableware. Influenced by the unrelenting progress of the Industrial Revolution, Doulton placed equal emphasis on industrial applications for ceramic technology. It was John Doulton's son, Henry, however, who carried that tradition of the Lambeth pottery to its zenith.



Henry Doulton

As early as 1827, Henry Doulton developed ceramic filters for removing bacteria from drinking water.

"Offensive to the sight, disgusting to the imagination and destructive to the health"

This was how London drinking water, drawn from the Thames, was described in a pamphlet published in 1827. The Thames was heavily contaminated with raw sewage; cholera and typhoid epidemics were rampant.

Queen Victoria

The first Doulton® water filters were made using various earth and clay materials. By the time Queen Victoria came to the throne, Doulton was well established as a manufacturer of domestic and industrial products in a fine stoneware body that bore comparison with any in Europe.

In 1835, Queen Victoria recognized the present health dangers in her drinking water and commissioned Doulton to produce a water filter for the Royal household.



Doulton created a gravity fed stoneware filter that combined the technology of a ceramic filter with the artistry of a hand crafted pottery water container. By 1846, the Lambeth factory was in **the vanguard of the revolution in sanitation technology and products** which Chadwick, and the great reformers of the day, brought to metropolitan England. Without the hard work and foresight of Henry Doulton that revolution would have been delayed by decades.

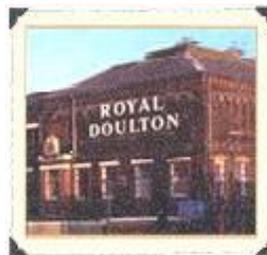
Louis Pasteur's research into bacteria made it possible to focus the efforts of Doulton's Filter Research and Development toward the creation of a porous ceramic capable of filtering out these tiny organisms. With Pasteur's advancements in microbiology Doulton's Research and Development department, headed by Henry Doulton, created micro porous ceramic (diatomaceous earth) cartridges capable of removing bacteria with better than 99% efficiency.

Doulton Filters were rapidly adopted by the military, Crown Agents, hospitals, laboratories and domestic users throughout the world.

In 1862, Doulton filters shown at the Kensington International Exhibition proudly wore the Royal arms of Queen Victoria.

In 1882 Henry Doulton acquired a small factory in the Midlands, motherland of the Staffordshire potteries and the home of the Doulton Drinking Water Purifier. In 1901, King Edward VII knighted Henry Doulton and in 1902 King Edward VII conferred the double honour of the royal warrant and the specific right to use the title "Royal" for his work on drinking water filtration.

This Royal Warrant authorized the company to use the word **ROYAL** in reference to its products. Along the way the honours were won at the great international exhibitions in Chicago and Paris and the range of products proliferated. Queen Victoria bestowed upon Doulton the right to embellish each of its units with the ROYAL CREST.



From its introduction in 1906, Doulton domestic water filters have been widely extended over the years to meet the demands of increasingly sophisticated uses. Doulton® ceramics are now in use in over 150 countries.

What we sell?

To me the name “Doulton” conjures the image of tradition and quality. An honest brand name that one should feel proud of and aspire to own. We have a wide range of products in our arsenal and will have the ability to supply the marketplace once the updates are addressed.

Our main product line is comprised of ceramic candles and cartridges, with an inner carbon block and/or media for various forms of domestic drinking water filtration. FICL also supply various housings for these candles ranging from countertop and under counter in-line units to gravity filters.

The ceramic candles are designed to remove suspended solids, turbidity, parasites and pathogenic bacteria. They are cleanable to provide a longer service life than non-ceramic filter elements and utilise the natural micro-porous properties of diatomaceous earth in the ceramic.

We source only the highest quality raw materials for our ceramic candles that are manufactured onsite at the FICL factory in Newcastle-under-Lyme - UK

Ceramic Candles and Cartridges:



10" Sterasyl Short Thread Candle	Doulton BioTect® Ceramic Micro Filter
10" Super Sterasyl Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Granular Activated Carbon
10" SuperCarb Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Carbon Block Core
10" SuperCarb S.I. Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Carbon Block Core + Scale Inhibitor media
10" UltraCarb Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Carbon Block Core + Heavy Metal Removal Media
10" UltraCarb S.I. Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Carbon Block Core+ Scale Inhibitor media + Heavy Metal Removal Media
10" Chlorasyl Short Thread Candle	Doulton BioTect® Ceramic Micro Filter + Carbon Block Core
7" Sterasyl Gravity Candle	Doulton BioTect® Ceramic Micro Filter
7" Super Sterasyl Gravity Candle	Doulton BioTect® Ceramic Micro Filter + Granular Activated Carbon

7" ATC Super Sterasyl Gravity Candle

Doulton BioTect® Ceramic Micro Filter + Granular Activated Carbon (gravity) + Heavy Metal Removal Media

9 ¾" Sterasyl OBE Cartridge

Doulton BioTect® Ceramic Micro Filter

9 ¾" SuperCarb OBE Cartridge

Doulton BioTect® Ceramic Micro Filter + Carbon Block Core

9 ¾" UltraCarb OBE Cartridge

Doulton BioTect® Ceramic Micro Filter + Carbon Block Core + Heavy Metal Removal Media

Pre Filter Short Thread Cartridge

In areas of high sediment, fitting a Doulton pre filter will remove sediment and particles down to 5 microns in size.

CleanSoft Scale Reduction Short Thread Cartridge

Reduces hardness in drinking water and the unpleasant 'chalky' taste that hard water can have. CleanSoft will improve limescale build up in kettles and the film which can form on the surface of hot drinks.

Fluoride Reduction Short thread Cartridge

Reduces unwanted naturally occurring and added fluoride to safe levels in your mains supplied drinking water.

Countertop Housings:



HCP | Tap Fit | Plastic

HCS | Tap Fit | Steel

Situated on the kitchen counter next to the sink, countertop filters are popular with people who require very easy access to their water filter system. Designed to fit most common threaded mixer taps via a diverter valve. In one position the diverter valve sends water through the filter unit and filtered water is dispensed from the spout on the filter unit.

Under Counter In-Line Housings:



EcoFast Push Fit EcoFast Threaded	The quarter turn action of removing the filter body from the head automatically switches off the water supply. Integral mounting bracket incorporated into head for ease of installation. Available with the full range of Doulton® ceramic and alternative filter elements
HIP Push Fit	The HIP is a quality food safe plastic housing available with push-fit connections in the head for convenient installation underneath the kitchen counter.
HIS Push Fit HIS Threaded	The HIS is a quality Stainless Steel housing available with push-fit or threaded connections in the head for convenient installation underneath the kitchen counter.
DOU Push Fit	DUO™ is a two stage filter system. Stage 1 gives the flexibility for you to customise the system to your requirements, with a pre-filter cartridge. Stage 2 houses a ceramic filter candle. Available with push-fit connections in the head for convenient installation underneath the kitchen counter.
HBA	The HBA filter is designed for convenient wall-mounted installation, above the sink unit. Filtered water passes out through the outlet arm on the HBA unit.
RIO 2000	The Rio 2000 is a high flow (1,500 per hour), compact filtration unit for the home and light commercial application.

Gravity Housing:



SS Gravity	Compact, portable and simple to operate. The SS consists of two stainless steel containers, the upper container is filled with untreated water which then filters down into the lower container, through a number of ceramic filter candles.
LP2 Gravity	The LP2 Gravity Water Filter is lightweight, durable and robust food grade plastic. It is compact, portable and simple to operate, requiring no external plumbing or power supply.
HCA2 Gravity	The HCA Gravity Water Filter is lightweight, durable and robust food grade plastic. It is compact, portable and simple to operate, requiring no external plumbing or power supply.

Unique Selling Point (USP)

In a flooded market it is very surprising that only one company has any real POU consumer profile... and they have a very poor product that is an embarrassment to the industry... Brita.

Only Brita have captured the POU market as all of the other filter companies are too focused on just the water specialist market.

Housing USP:

EcoFast housing:

<i>Space saving</i>	<i>All other under counter housing need an additional 20cms so as to unscrew the outer housing – the EcoFast unit comes off as a whole and allows for post candle removal</i>
<i>Modern</i>	<i>As opposed the staid plastic injection the EcoFast has a modern shape –</i>
<i>Turn the water off automatically</i>	<i>Unlike all other under counter housings the EcoFast turn the water supply off automatically.</i>

Doulton Candles:

<i>Quality</i>	<i>It is industry recognised that the Doulton Candles are the most reliable and best performing Ceramic candles. This has to do with the ingredients, the manufacturing process and the quality control procedures.</i>
<i>NSN</i>	<i>Non sequential numbering - The unique coding of every Doulton filter guarantees the end user the peace of mind that they are using a genuine Doulton product.</i>

The most valuable asset and unique selling point that we have is our brand name.... DOULTON

Doulton:

<i>History</i>	<i>No other product in the water filed industry can claim the history of Doulton and Royal Doulton. We are the forefathers of the ceramic candle and cartridge.</i>
<i>Gravitas</i>	<i>With the rightful claim of being market leaders and the guardians of the history of the ceramic candle we have the right to use that label.</i>
<i>Name in the Industry</i>	<i>Not only does the Doulton brand have the history of the ceramic candle we also have the respect of our industry peers as the market leader in ceramic water filtration. This can be claimed by very few companies and even today our product speaks for itself by standing proud of others.</i>

We have uniquely and golden USPs