

PURE BALANCE



non-powered water purifier
developed by **PURECOREA**

a specialist in the filter industry

www.purecorea.co.kr

ABOUT US



Your precious water
can always be
of the best quality.

Our company specializes in developing basic components to water purifier industry. We also develop/produce filters such as Sediment, Carbon, UF and Positive membrane. This led us to developing our own water purifier which comes in forms of under-sink and counter-top.

We promise to give you the best filters (for both industrial and domestic use) for you to enjoy the cleanest water without any concern.

We believe our dedication in technology development and quality improvement will make us global and become one of the best companies in filter and water

HISTORY

2007

2007.07.26
Founded PURECOREA

2010

2010.01
Set up meltblown line No.1

2011.05
Set up meltblown line No.2

2013

2013.05
Set up pleated line No.1

2013.07
Set up calendering line
No.1

2013.11
Set up non-woven fabric

2014

2014.01
Set up non-woven fabric
filter No.2

2015

2015.01
Developed heavy metal
removing non-woven fabric
for industrial use with new
carbon mat line

2016

2016.01
TORAY Inc's registered
partner on positive charge
membrane.

2017.03
Set up pleated line No.2

2021

2021.01
Set up non-woven fabric
filter line No.3, No.4

2022~2023

2022.04
Developed new water purifier;
PURE BALANCE

2024

2024.09
Won the 40th Good
Design(GD) award for the
2024 Living Design Selection



▲ Light up the space, compact size (**W**) 104 × (**D**) 415 × (**H**) 320 (mm)

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COUNTER TOP WATER PURIFIER



- ▲ Modern design with 4 choice of colors
- ▲ Hygienic water outlet and drip tray as they can be cleaned separately

Type	Counter top type
Flow rate	0.5GPM (1.89LPM)
Operating pressure	0.5~ 4.0kgf/cm ²
Replacement cycle	6/6/12 month (Korean tap water condition)
Working temperature	4°C ~ 38°C
Material	PP, ABS
Weight	4.3kg
Size	(W) 104 × (D) 415 × (H) 320 (mm)
Filter size	(D) 68 × (H) 215 (mm)
Filter stages & type	One-touch interlock
Filter composition	Step 1. PB - Pleated Sediment Filter Step 2. PB - Pre-Carbon Filter Step 3. PB - Complex Filter



▲ Installed under the sink, compact size (W) 281 × (D) 130 × (H) 270 (mm)

UNDER SINK WATER PURIFIER



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Type	Under sink type
Flow rate	0.5GPM (1.89LPM)
Operating pressure	0.5~ 4.0kgf/cm ²
Replacement cycle	6/6/12 month (Korean tap water condition)
Working temperature	4°C ~ 38°C
Material	PP, ABS
Weight	1.5 kg
Size	(W) 281 × (D) 130 × (H) 270 (mm)
Filter size	(D) 68 × (H) 215 (mm)
Filter stages & type	One-touch interlock
Filter composition	Step 1. PB - Pleated Sediment Filter Step 2. PB - Pre-Carbon Filter Step 3. PB - Complex Filter

WATER PURIFIER FEATURE



▲ Fast and easy filter replacement with one-touch interlock

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- step 1 Sediment**
- step 2 Carbon Block**
- step 3 MB**
- step 4 Positive Membrane**
- step 5 Carbon**
- step 6 Ceramic**

- ▲ Reliable filters for domestic use : 3-Filter-6-Steps system
- ▲ A non-powered water purifier
- ▲ Easy DIY - installation

UF System

(Europe, Japan, America)

Positive Membrane System

(Europe, Japan, America)

1-1 Pre-Carbon Filter

- **Filter and remove**
 - Rust and scale particle
 - Residual chlorine
 - Some heavy metals

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 3 ~ 6 Months

• **Residual Chlorine removal capacity** :
- up to 70,000 L (18,492 gal)

2-1 Pre-Carbon Filter

- **Filter and remove**
 - Rust and scale particle
 - Residual chlorine
 - Some heavy metals

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 3 ~ 6 Months

• **Residual Chlorine removal capacity** :
- up to 70,000 L (18,492 gal)

1-2 Post-Carbon Filter

- **Improve water taste by**
 - Filter and remove
 - VOCs
 - Aesthetic impurities

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 12 Months

• **Residual Chlorine removal capacity** :
- up to 70,000 L (18,492 gal)

2-2 Positive-Membrane Filter

- **Filter and remove**
 - Norovirus and E. coli and general bacteria
 - Particulates and contaminants

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 12 ~18 Months

1-3 UF Filter

- **Filter and remove**
 - E. coli and other general bacteria
 - Particulates and contaminants

• **Allow beneficial minerals to remain in the water**

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 18 Months

2-3 Post-Carbon Filter

- **Improve water taste by**
 - Filter and remove
 - VOCs
 - Aesthetic impurities

• **Flow rate** : 0.5GPM(1.89LPM)

• **Replacement cycle** : 9 ~12 Months

• **Residual Chlorine removal capacity** :
- up to 70,000 L (18,492 gal)

Complex System

(Southeast Asia)

3-1

Pleated Sediment Filter

- Removes filter impurities such as pipe rust, residue, etc.
- Make rear selection filters last longer compared to standard sediment filter
- Having a larger surface area than meltblown-types, pleated-types significantly have longer life span due to larger surface area than meltblown-types and pleated-types

• Flow rate : 0.5GPM(1.89LPM)

• Replacement cycle : 3 ~ 9 Months



3-2

Pre-Carbon Filter

- Filter and remove
 - Rust and scale particle
 - Residual chlorine
 - Some heavy metals

• Flow rate : 0.5GPM(1.89LPM)

• Replacement cycle : 3 ~ 6 Months

• Residual Chlorine removal capacity :
- up to 70,000 L (18,492 gal)



3-3

Complex Carbon Filter

- Improve water taste by
 - Filter and remove
 - Norovirus and E. coli and general bacteria
 - Particulates and contaminants
 - VOCs
 - Aesthetic impurities

• Flow rate: 0.5GPM(1.89LPM)

• Replacement cycle : 12 Months

• Residual Chlorine removal capacity :
- up to 50,000 L (13,209 gal)



CARTRIDGE



1 SEDIMENT

1-1

Pleated Sediment

- Customized pore size for desired filtering
- Microfiltration
- High rate of cake collection
- Low water pressure difference enables steady water purification
- Extends the life of membrane at the later step
- Significant increase in life span compared to general sediment
- 10 times higher specific surface area than general sediments
- Relatively expensive due to the price increase of raw materials
- Used where a long life span of the filter or super-accurate filtering is required

Application

1-2

Semi Absolute Sediment

- Upgraded version of basic sediment filter
- Pores with better uniformity / precise filtering
- Reinforced antimicrobial activity (when ag cohered)
> effective in 9 μ or 1.2 μ pore size sediment

1-3

Antibiotic Sediment

- Microfiltration
- Prevents general germs and colon bacillus from forming
→ Deodorizing effect (removal of smell)
- Improves the taste of water with more feeling of refreshment

1-4

Basic Sediment (meltblown type)

- Filters impurities, suspended matters with large particles or residue
- Over 4 million annual sales worldwide

< Sediment Removal Effect >

Grade	Removal Efficiency					
	1 μ m	3 μ m	5 μ m	6 μ m	8 μ m	10 μ m
Semi Absolute Sediment 10 μ m	59.15%	96.19%	99.14%	99.65%	99.72%	99.98%
Sediment 10 μ m	49.95%	70.17%	79.30%	82.93%	85.48%	95.31%

2 POSITIVE MEMBRANE FILTER

	BioS Filter	Complex Filter
Construction	<ul style="list-style-type: none"> • Positive charge fiber + sediment 	<ul style="list-style-type: none"> • Positive charge fiber + sediment + compressed block carbon
Performance	<ul style="list-style-type: none"> • Norovirus, colon bacillus, general germs removed • Colloid substance (which forms the bio-film such as humic acid etc.) 100% removed • Beneficial minerals are maintained as they are 	<ul style="list-style-type: none"> • Removal of residual chlorine and disinfection by-products • Some harmful heavy metal particles removed
Feature	<ul style="list-style-type: none"> • Excellent in removing norovirus, many other viruses, colon bacillus and general germs • Maintains its form even in harsh conditions due to high resistance to pressure • No possibility of boron leak due to positive charge filter with no glass fiber 	<ul style="list-style-type: none"> • Combines sediment functions of + Carbon & Membrane function → Reduction of costs for installment and maintenance • Water taste is improved by the carbon block as a waterway of water

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INLINE FILTER

Sediment U type / I type

Name: sediment
Housing material: polypropylene
Material: polypropylene
Standard: 20×40×120 / 150 5micron
NET WT: 240g(6",7") / 280g(9") / 290g(10")
 320g(11") / 350g(13")
Origin: Korea
Capacity: 900 ~ 1,800L

Pre carbon U type / I type

Name: Pre carbon
Housing material: polypropylene
Material: coconut
Standard: 20×40 mesh
NET WT: 320g(6",7") / 380g (9") / 390g (10")
 440g(11") / 460g(13")
Origin: Made in philippines (KURARAY CHEMICALS)
Capacity: 900 ~ 1,800L

Post carbon U type / I type

Name: Post carbon
Housing material: polypropylene
Material: coconut
Standard: 20×40 mesh
NET WT: 320g(6",7") / 380g (9") / 390g (10")
 440g(11") / 460g(13")
Origin: Made in philippines (KURARAY CHEMICALS)
Capacity: 3,600L

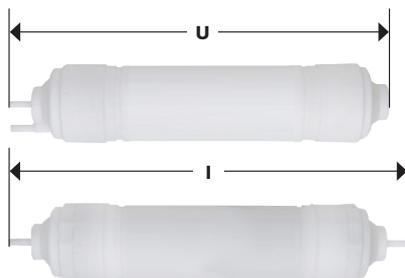
UF U type / I type

Name: UF
Housing material: polypropylene
Material: polypropylene
Standard: 0.1 micron / 0.3 m²
NET WT: 260g(6",7") / 290g(9") / 310g(10")
 340g(11") / 360g(13")
Origin: Korea
Capacity: 5,400L

Block Carbon U type / I type

Name: Block carbon
Housing material: polypropylene
Material: coconut
Standard: -
NET WT: 400g(11")
Origin: Korea
Capacity: 2,700 ~3,600 L
Residual Chlorine removal capacity : up to
 70,000 L (18,492 gal)

6" / 7" / 9" / 10" / 11" / 11"(8mm) / 13" / 13"(MB)



6" : U : 215mm / I : 235mm
 7" : U : 235mm / I : 255mm
 9" : U : 255mm / I : 275mm
 10" : U : 275mm / I : 295mm
 11" : U : 305mm / I : 325mm
 13" : U : 335mm / I : 355mm



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