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PURE BALANCE



PURECOREA's Premium Filtration Technology
PURE BALANCE Direct Water Purifier

www.purecorea.com

About us

Great design starts with the fundamentals.

The essence of every water purifier lies in its filters.
Precision and stability in filtration are what ultimately define its true value.

Building on this principle, we refined every detail;
reducing size for efficient space usage, enabling easy DIY installation, and adopting a clean, modern design.

The result is a water purifier that integrates all of these elements without compromising what matters most: the fundamentals.

With PURE BALANCE, everything begins with customer satisfaction.
Our water purifier is designed to support a healthier daily life with clean, balanced water every single day.

Purecorea

Materials



History

2007 Founded Purecorea	2010 Installation of meltblown line No.1	2011 Installation of meltblown line No.2	2013 Installation of pleating line No.1, calendaring line No.1, non-woven fabric line No.1
2014 Installation of non-woven fabric line No.2	2015 Installation of carbon mat line No.1 for heavy metal removal non-woven development	2016 Installation of carbon mat line No.1 for heavy metal removal non-woven development	2017 Installation of pleating line No.2
2021 Installation of Non-woven fabric line No.3	2023 Officially launched PURE BALANCE direct water purifier	2024 Won Good Design Korea & Australia award for the Living Design Selection	2025 Won iF Design award Certified as a venture company by the Korean government Officially launched PURE BALANCE Complex-M

Sediment (Meltblown / Spunbond)

- **Material** : Polypropylene (PP)
 - **Origin** : Korea
- A lightweight and chemically stable polypropylene nonwoven material, engineered through meltblown and spunbond processes for consistent structure and durability.

Carbon

- **Material** : Activated Carbon Block (ACB)
 - **Origin** : Korea, Sri Lanka
- Coconut-based activated carbon formed into a solid block, offering high structural strength and resistance to repeated backwashing.

Hollow Fiber

- **Material** : UF hollow fiber
 - **Origin** : Korea
- A high-performance hollow fiber ultrafiltration membrane made from advanced polymer materials, offering excellent mechanical strength, chemical resistance, and consistent pore structure.

Positively charged membrane

- **Material** : Positively charged membrane
 - **Origin** : Korea, Japan
- A specially treated membrane that has relatively small pore size and is positively charged to attract and remove negatively charged bacteria and virus.

Mineral Balls

- **Material** : Ca, Si, Mg, Scoria etc.
 - **Origin** : Korea
- A supplement for purified water that adds selected minerals to enhance taste and aroma.

Countertop



Undersink



COUNTER TOP WATER PURIFIER



- Multi-step filtration with three filters
- Compact, sleek design with award-winning recognition
- No electricity require

Type	Countertop
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	2.4kg
Size	(W) 104 × (D) 415 × (H) 320 (mm)
Filter size	(D) 68 × (H) 215 (mm)
Replacement method	One-touch interlock
Filter composition (default)	Stage 1. PB - Sediment Filter Stage 2. PB - Pre-Carbon Filter Stage 3. PB - Complex Filter

UNDER SINK WATER PURIFIER



- Same essential filtration system as the countertop model

Type	Undersink
Flow rate	0.5 GPM(1.89 LPM)
Operating pressure	0.5 ~ 4.0kgf/cm ²
Replacement cycle	6/6/12 month (Korean tap wataer condition)
Working temperature	4°C ~ 38°C
Material	PP, ABS
Weight	1.5kg
Size	(W) 281 x (D) 130 x (H) 270 (mm)
Filter size	(D) 68 x (H) 215 (mm)
Replacement method	One-thoch interlock
Filter composition (default)	Stage 1, PB - Pleated Sediment Filter Stage 2, PB - Pre-Carbon Filter Stage 3, PB - Complex Filter

Complex- M System



COMPLEX-M UNDER SINK SYSTEM



Type	Undersink (L)
Flow rate	7.94 LPM (2.1 GPM)
Operating pressure	0.7 ~ 6.9 bar (10 ~ 100 psi)
Working temperature	4°C ~ 38°C
Material	PP, ABS
Weight	1.5kg
Filter size	15" = (W) 100 x (H) 381 17" = (W) 100 x (H) 432
Replacement method	One-thoch interlock filter
Filter composition	Stage 1, Carbon Block (Default) Stage 2, UF Stage 3, CTO Stage 4, Positively charged membrane
Supplied faucet	PURE BALANCE faucet

PURE BALANCE Dual- flow faucet



DUAL-FLOW KITCHEN FAUCET

Type	Kitchen Faucet
Flow rate	7.94 LPM (2.1 GPM)
Material	Stainless steel
Weight	2.18kg
Water connection	Hose 1, cold tap water Hose 2, hot tap water Hose 3, purified water



Filter types



Product	PB Size	In-line Size	Composition	Function	Filter Position	Product	PB Size	In-line Size	Composition	Function	Filter Position
	215 mm (6)	6"~U215mm/L235mm 7"~U235mm/L255mm 9"~U255mm/L275mm 10"~U275mm/L295mm 11"~U305mm/L325mm 13"~U335mm/L355mm	Meltblown	- Size Exclusion - 4 million filters sold annually	1		215 mm (6)	6"~U215mm/L235mm 7"~U235mm/L255mm 9"~U255mm/L275mm 10"~U275mm/L295mm 11"~U305mm/L325mm 13"~U335mm/L355mm	Carbon Block, Spunbond	- Removes residual chlorine and VOC - Removes odor-causing substances	1
			Pleated Sediment, Meltblown	- Size Exclusion, - High rate of cake collection - Extends life of next filters	1				Sediment, Positive Membrane, Carbon Block, Ceramic Ball	- Size Exclusion, - Eliminates bacteria and viruses - Removes residual chlorine and VOC - Improves taste - All-in-one	1
			Sediment, Carbon Block	- Size Exclusion, - Removes residual chlorine and VOC - Sediment but with carbon (usually used when the customer wants to put UF in the later filters)	1				Hollow Fiber	- Removes E. Coli and other general bacteria - Contaminants and other particulates - Beneficial minerals still remaining in water	1
			Sediment Carbon Block	-Size Exclusion. -about 4 times larger surface area -Eliminates bacteria and viruses -Removes residual chlorine and VOC -Focuses more on sediment	1				Sediment, Positive Membrane	- Removes norovirus and E. coli and general bacteria - Removes particulates and contaminants	1
			Carbon Block	- Removes residual chlorine and VOC	2, after RO				Sediment, Positive Membrane, Carbon Block, Ceramic Ball	- Size Exclusion, - Eliminates bacteria and viruses - Removes residual chlorine and VOC - Improves taste - All-in-one	1
			Carbon Block, Spunbond	- Removes residual chlorine and VOC - Removes odor-causing substances	1						

Customization

SYSTEM OPTION

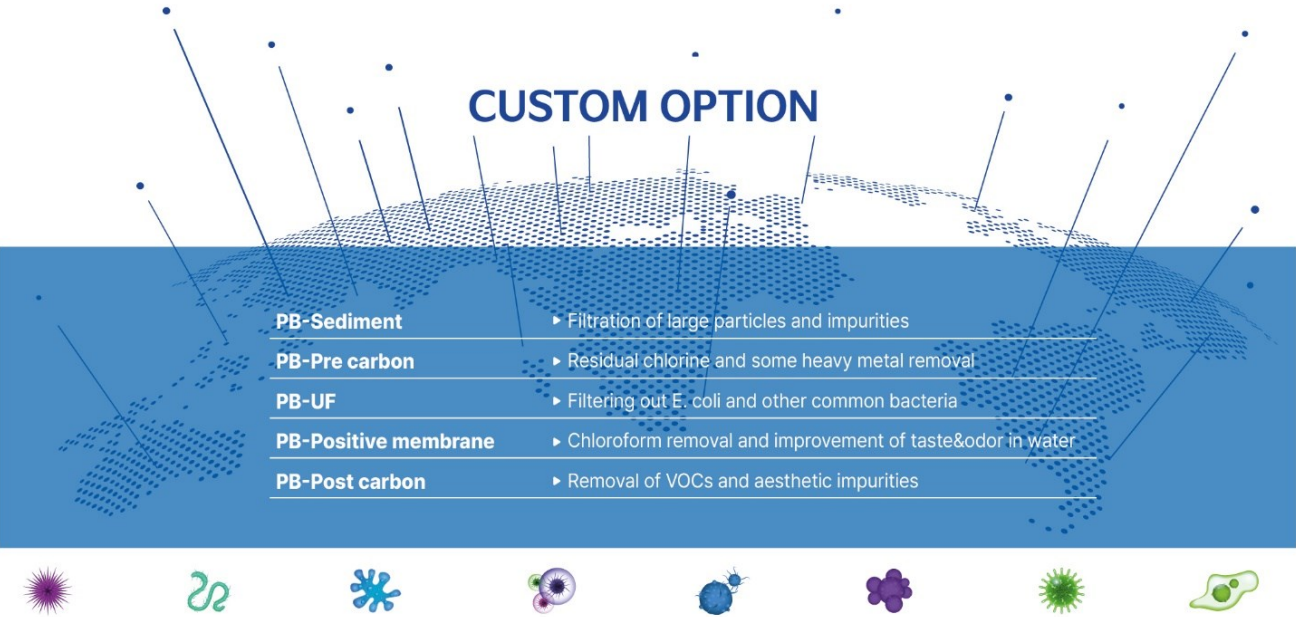
UF System (Europe, Japan, America)	Positive membrane System (Europe, Japan, America)	Complex System (Southeast Asia)
1 Pre-Carbon Filter Filter and remove -Rust and scale particle -Residual chlorine -Some heavy metals Flow rate : 0.5GPM(1.89LPM) Replacement cycle : 3 ~ 6 Months 2 Post-Carbon Filter Improve water taste by -Filter and remove -VOCs -Aesthetic impurities Flow rate : 0.5GPM(1.89LPM) Replacement cycle : 12 Months 3 UF Filter Filter and remove -E.coli and other general bacteria -Particulates and contaminants Allow beneficial minerals to remain the water Flow rate : 0.5GPM(1.89LPM) Replacement cycle : 12 Months	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 2 Positive Membrane Filter Improve water taste by -Norovirus, E. coli and general bacteria -Particulates and contaminants Flow rate : 0.5GPM(1.89LPM) Replacement cycle : 12 ~ 18 Months 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	1 Pleated Sediment Filter - Removes filter impurities such as pipe rust, residues, etc - Make rear section filters last longer compared to standard sediment filter - Having a larger surface area than meltblown- types, pleated-types significantly have longer life span - Flow rate : 0.5GPM(1.89LPM) - Replacement cycle : 3 ~ 6 Months 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 3 Complex Carbon Filter Improve water taste by -Filter and remove -Norovirus, E. coli and general bacteria -Particulates and contaminants -VOCs -Aesthetic impurities Flow rate : 0.5GPM(1.89LPM) Replacement cycle : 12 Months

COMPLEX SYSTEM (Southeast Asia)



It is possible to build a new system by combining the relevant filters according to the water environment of each country.

CUSTOM OPTION



Inline Filter

세디먼트 U type / I type

- 필터명: 세디먼트(sediment)
- 외관 소재: 폴리프로필렌
- 소재: 폴리프로필렌
- 규격: 20 × 40 × 120 / 150 50미크론
- 중량(NET WT): 240g(6",7") / 280g(9") / 290g(10")
320g(11") / 350g(13")
- 원산지: 대한민국
- 유효정수량: 900 ~ 1,800L

중공사막 UF U type / I type

- 필터명: 중공사막(UF)
- 외관소재: 폴리프로필렌
- 소재: 폴리프로필렌
- 규격: 0.1 미크론 / 막 면적 0.3m²
- 중량(NET WT): 260g(6",7") / 290g(9") / 310g(10")
340g(11") / 360g(13")
- 원산지: 대한민국
- 유효정수량: 5,400L

프리 카본 U type / I type

- 필터명: 프리 카본
- 외관소재: 폴리프로필렌
- 소재: coconut
- 활성탄 규격: 20 × 40 mesh
- 중량(NET WT): 320g(6",7") / 380g(9") / 390g(10")
440g(11") / 460g(13")
- 원산지: 필리핀(KURARAY CHEMICALS)
- 유효정수량: 900 ~ 1,800L

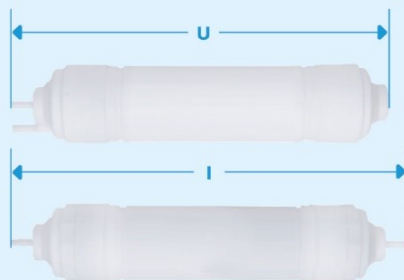
블록 카본 U type / I type

- 필터명: 블록카본
- 외관소재: 폴리프로필렌
- 소재: coconut
- 규격: -
- 중량(NET WT): 400g(11")
- 원산지: 대한민국
- 유효정수량: 2,700 ~ 3,600L
- 잔류염소 제거성능: 70,000L (18,492gal) 이상

포스트 카본 U type / I type

- 필터명: 포스트카본
- 외관소재: 폴리프로필렌
- 소재: coconut
- 활성탄 규격: 20 × 40 mesh
- 중량(NET WT): 320g(6",7") / 380g(9") / 390g(10")
440g(11") / 460g(13")
- 원산지: 필리핀(KURARAY CHEMICALS)
- 유효정수량: 3,600L

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

Credentials

Recent Recognition

Throughout the years, Purecorea has received the following awards, nominations, and accolades



KC-certified power-free direct-flow water purification systems, validated for safety, reliability, and filtration performance.



Certified as a Venture Enterprise by the Korean government, recognizing innovation, technology, and growth potential.



Certified as a Korea FTA Approved Exporter, demonstrating reliability in international trade and customs compliance.



Recipient of the iF Design Award, recognizing excellence in innovative and user-centered product design.

Patents



Lab Results



International Certification



Design Award



Government approved venture enterprise



Microplastic 100% Removal

