

PURISOO+



Portable Water Purifier

X

Antibacterial Modular Filter

Product Proposal

Manufactured by. U2 System, Inc. | www.u2system.co.kr

Website www.purisoo.com

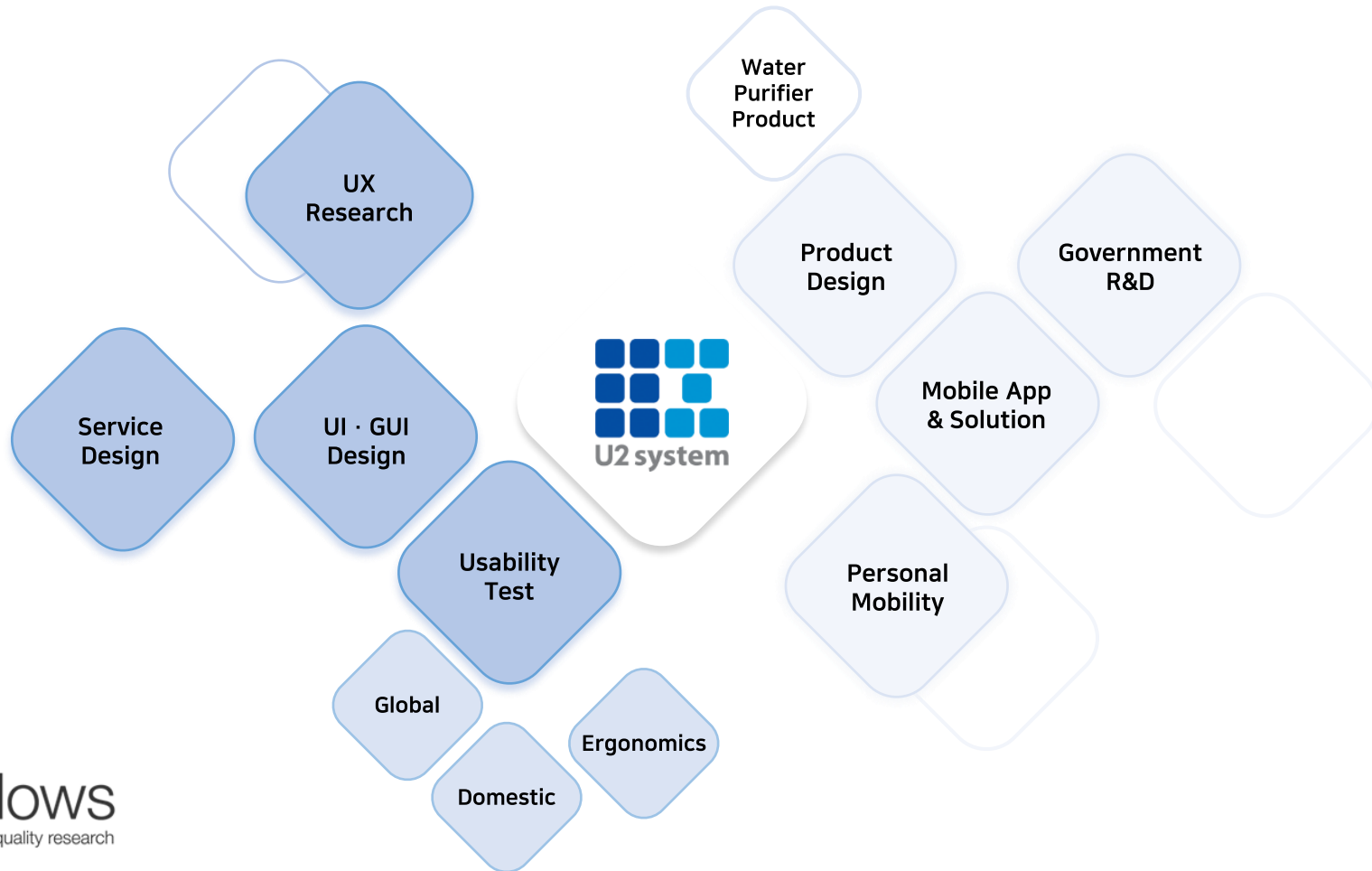
Instagram [@purisoo_official](https://www.instagram.com/purisoo_official)

Facebook https://www.facebook.com/PURISOO_global-105518028275689

Blog (KR) <https://blog.naver.com/u2-purisoo>



U2System is an all-around UX consulting firm that provides a vast range of services most notably in user-centered design development and UX research. We design UI for digital products, conduct UX research and evaluate UX, design GUI, and provide ergonomic diagnostic services..



+ History of U2 System, Inc.



- 2002** ◆ Inaugurated U2 System, Inc.
- 2003** Registered as Samsung Electronics's UI · GUI partner
- 2004**
 - Registered as an official design specialist firm (Comprehensive Design Field) (KIDP)
 - Established Emotional UX Convergence Lab (KOITA)
 - Acquired SMBA venture company certification
- 2007** Acquired INNO-BIZ certification
- 2009**
 - Established overseas global UX alliances (US, EU, India)
 - Registered as Hyundai Motor's UX research partner
- 2010** Established User Experience Professionals' Association Korea (UXPA Korea)
- 2012** Established UX Fellows Networks (25 Countries)
- 2015** Registered as Facebook, Inc. (US) vendor
- 2016** Registered as an official design specialist firm (Comprehensive Design Field) (KIDP)
- 2017**
 - K-BrainPower Company, designated by The Ministry of Trade, Industry and Energy (ROK)
 - Excellent Design Company, awarded by Korea Institute of Design Promotion (KIDP)
 - Red Dot Design Award, Winner
- 2018**
 - Portable Water Purifier Bottle 'PURISOO' Launching (www.purisoo.com)
 - Red Dot Design Award, Winner (PURISOO)
 - Japan GOOD DESIGN Award, Winner (PURISOO)
- 2019**
 - MOU signed by AI Research Center at Korea Uni.
 - K-Design Award, Gold Winner (PURISOO PLUS)
 - GOOD DESIGN Award, Silver Prize
 - U2 System, Inc. U.S. FDA Company Registration (No. 19848554130)
- 2020** K-Design Award, Winner (Purisense & Puripuri)
- 2021**
 - Acquired INNO-BIZ certification
 - Portable Water Purifier Bottle 'PURISOO Plus' Launching
- 2022** ◆ 2021 Seoul Award, Innovative Product (PURISOO+)



Have Water, Will Travel!

Purisoo+, the second version of *Purisoo*, is a premium-design portable water purification bottle with upgraded usability in terms of pumping and drinking.

The upgraded version comes with Modular Filters that allow you to choose and combine the filters you want, and thereby purify contaminated water with greater efficiency.





- 99.99% remove bacteria which can cause waterborne diseases such as E.coli
- Double Layer Body - Inner shell Protection
- Food Contact Materials
- BPA Free (Tritan)
- No Battery Necessary
- Share Purified Water

- Antibacterial UF filter module
- Separatable Upper/Lower Modular Filter
- Only stores purified/un-contaminated water (Hygiene)
- Bottle can be used semi-permanently (Durability)
- All parts are washable
- Easy Grip / Easy Pump & Drink (2 in 1 Pump Handle)
- Use at shallow water & Extension Hose (Usability)



purisoo

purisoo+



#Dry thoroughly
Ultra Filtration
(UF Membrane)



#World First #Antibacterial
**Antibacterial
Ultra Filtration
(UF Membrane)**



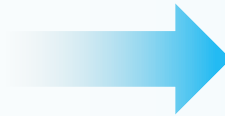
#Exchange fully
Integrated Filter



#Separated Upper/Lower Filter
#Save money
Modular Filter



#2steps to drink
Detachable
Handle



#Drink Directly
2 in 1 Handle



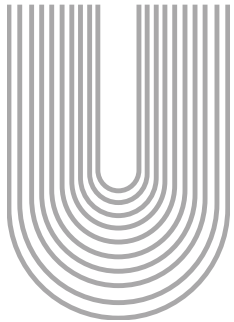
PURISOO Plus
Main Introduction Video

<https://youtu.be/1Ewrmbxei7c>



Triple Layer Modular Filters

✓ Modular Filter Materials

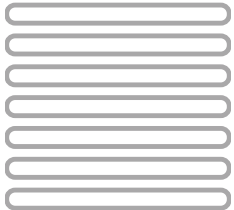


Antibacterial

Hollow Fiber Membrane (UF)

99.99% REMOVES

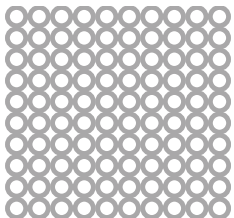
- Protozoans (Giardia, Cryptosporidium, etc.)
- Bacteria (E.coli, Salmonella, Cholera, Staphylococcus aureus, Shigella, etc.)
- Sediments of size 0.2 micron or larger (0.0002mm)



Activated Carbon Fiber (ACF)

REDUCES

- Heavy Metals / Virus (Hepatitis A, SARS, Rotavirus)
- Bad odor and taste such as Chlorine

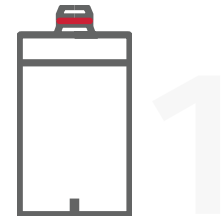


ION

REDUCES

- Heavy Metal ions and lime-scale build-up

✓ 3 Layered Filtration



Upper Filter



Lower Filter

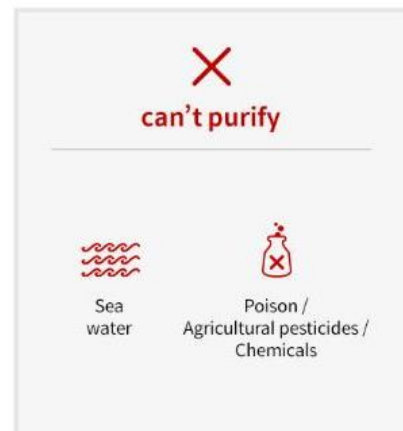
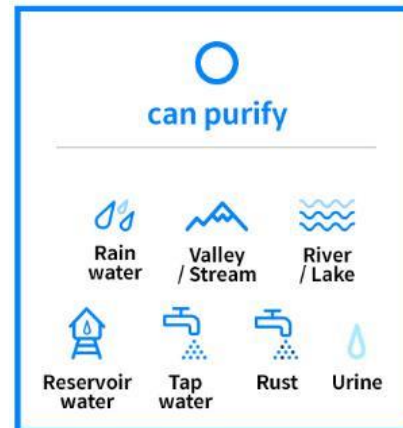
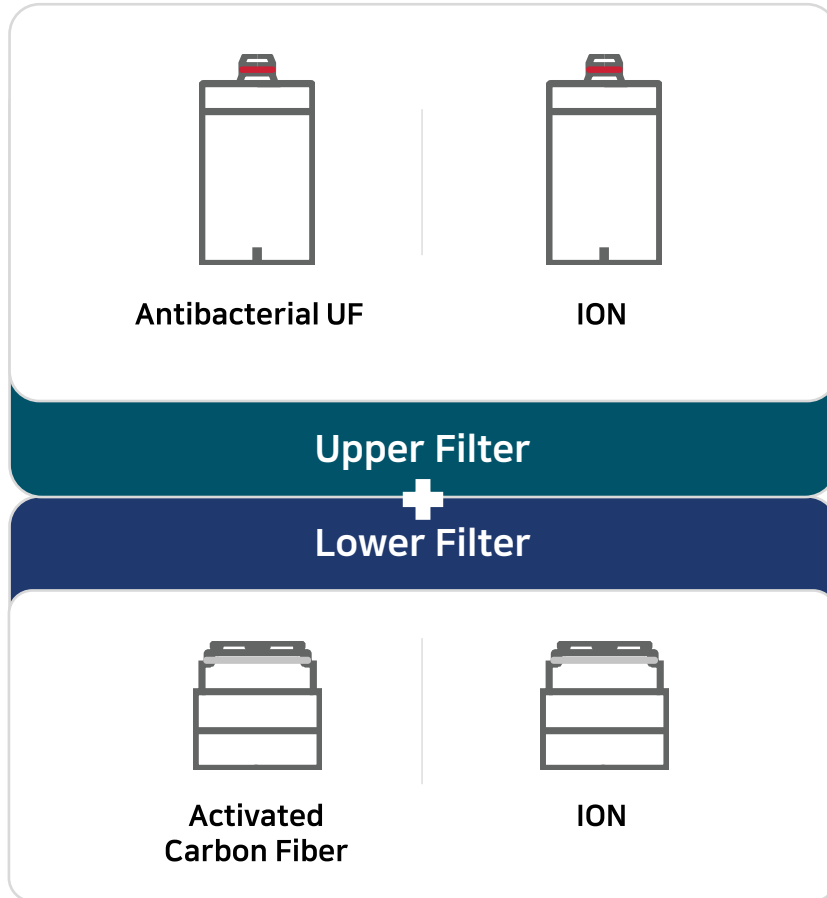


Mesh Filter

+ Modular Filter Combination



By providing four (4) types of modularized filter with *Puriso0+*, you can drink clean and safe water with optimized filter that can deal with various water quality all around the world.



Modular Filter for PURISO0+
Introduction 3D Video

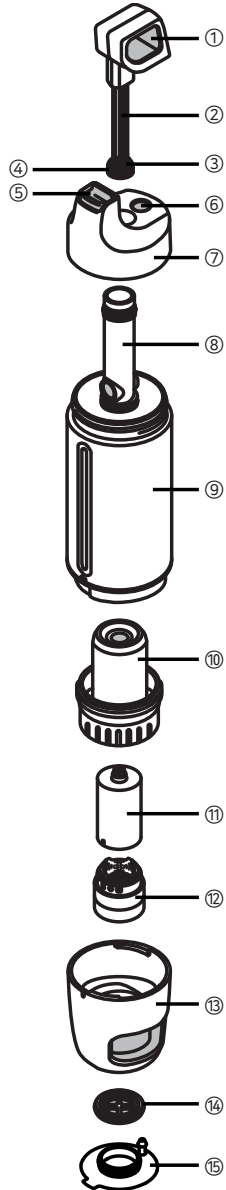
<https://youtu.be/GK7sXbasJAc>



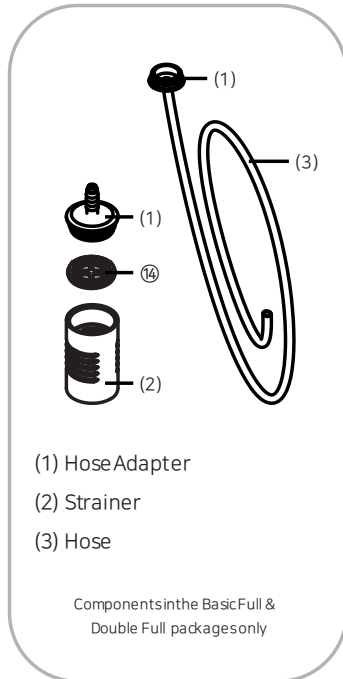
Filtration Lab Test

https://youtu.be/1d1F1e_reiY

+ Specification



- ① Pump Handle
- ② Pump
- ③ Piston Holder
- ④ Piston
- ⑤ Bottle Plug
- ⑥ Check Valve
- ⑦ UpperCap
- ⑧ Cylinder
- ⑨ Body
- ⑩ Filter Guide
- ⑪ Upper Filter
- ⑫ Lower Filter
- ⑬ Lower Cap
- ⑭ Sieve
- ⑮ Bottom Lid



- (1) Hose Adapter
- (2) Strainer
- (3) Hose

Components in the Basic Full & Double Full packages only

Bottle Specification

- Size : \varnothing 77 X 275 mm
- Weight : 374g (bottle only)
- Capacity : 400ml
- Suitable Water Temp. : 5 ~ 50 °C
- No Battery needed / No Glue used
- NOT Dishwasher safe
- Materials : PP, POM, EPDM, Tritan (BPA Free), Silicon
- All parts use Food Contact Material to pass the Food Sanitation Act.

Filter Specification

- Size (Upper Filter) : \varnothing 65 X 35 mm
- Size (Lower Filter) : \varnothing 39 X 40 mm
- Suitable Water Temp. : 5 ~ 50 °C
- No Glue used / NOT Dishwasher safe
- Materials : ABS



시험성적서

시험번호 : KATR000427-008
 양식서 번호 : KAA000061-014
 산 랑 회 사 : ㈜유투스시스템

주 소 : 서울시 강남구 봉은사로 36
 당 당 자 : 중앙면
 지 출 처 :
 시 료 영 : Antibacterial Puricon Nano

시험항목 : 시료항목 Control

KS K 0803:2016 제5차 및 제6차의 정량성 시험법
 Escherichia coli 균수 (CFU/100ml)
 ATCC 8739 (대장균) 정수검출률(%)

※ 시료 직접 채취 : C, No.049496100
 ※ 시료 채취 시료 : 내측 역조각의 합자 표지용 시

시험성적서

시험번호 : KATR000427-005
 양식서 번호 : KAA000061-011
 산 랑 회 사 : ㈜유투스시스템

주 소 : 서울시 강남구 봉은사로 36
 당 당 자 : 중앙면
 지 출 처 :
 시 료 영 : Antibacterial Puricon Nano UF Filter (QNF 20%)

시험항목 : 시료항목 Control

KS K 0803:2016 제5차 및 제6차의 정량성 시험법
 Salmonella enteritidis 균수 (CFU/100ml)
 ATCC 14028 (살모넬라균) 정수검출률(%)

※ 시료 직접 채취 : C, No.049496100
 ※ 시료 채취 시료 : 내측 역조각의 합자 표지용 시

시험성적서

시험번호 : KATR000427-007
 양식서 번호 : KAA000061-013
 산 랑 회 사 : ㈜유투스시스템

주 소 : 서울시 강남구 봉은사로 36
 당 당 자 : 중앙면
 지 출 처 :
 시 료 영 : Antibacterial Puricon Nano

시험항목 : 시료항목 Control

KS K 0803:2016 제5차 및 제6차의 정량성 시험법
 Klebsiella pneumoniae 균수 (CFU/100ml)
 ATCC 4352 (대장균) 정수검출률(%)

※ 시료 직접 채취 : C, No.049496100
 ※ 시료 채취 시료 : 내측 역조각의 합자 표지용 시
 ※ 디오렌 표준염료
 ※ 정수검출률(%)=Control 해당 부 분 수/시료 해당 부 분 수 x 100 (%)

시험성적서

시험번호 : KATR000427-006
 양식서 번호 : KAA000061-012
 산 랑 회 사 : ㈜유투스시스템

주 소 : 서울시 강남구 봉은사로 36
 당 당 자 : 중앙면
 지 출 처 :
 시 료 영 : Antibacterial Puricon Nano UF Filter (QNF 20%)

시험항목 : 시료항목 Control

KS K 0803:2016 제5차 및 제6차의 정량성 시험법
 Staphylococcus aureus 균수 (CFU/100ml)
 ATCC 5051 (Staphylococcus aureus) 정수검출률(%)

※ 시료 직접 채취 : C, No.049496100
 ※ 시료 채취 시료 : 내측 역조각의 합자 표지용 시
 ※ 디오렌 표준염료
 ※ 정수검출률(%)=Control 해당 부 분 수/시료 해당 부 분 수 x 100 (%)

Bacteria Removal Test by KATR (Korea Analysis Test Researcher)
 (E.coli, Salmonella, Klebsiella pneumoniae, Staphylococcus aureus)

시험성적서

시험번호 : KEWI-QP-15-F03C(1)

7. 시험내용
 (1) 목적 : 유수처리 공정시험

시험항목 : 탁도, 잔류염소, 염소소거율

시험항목	단위	기준치	시험결과	비고
탁도	NTU	5.30	0.06	98.9
잔류염소	mg/L	0.200	0.200	100.0
염소소거율	%	98.9	98.9	

※ 시험결과 : 시험결과가 기준치보다 낮음 (탁도) / 높음 (염소소거율)

시험성적서

시험번호 : KEWI-QP-15-F03C(2)

7. 시험내용
 (1) 목적 : 유수처리 공정시험

시험항목 : 탁도, 잔류염소, 염소소거율

시험항목	단위	기준치	시험결과	비고
탁도	NTU	5.30	0.06	98.9
잔류염소	mg/L	0.200	0.200	100.0
염소소거율	%	98.9	98.9	

※ 시험결과 : 시험결과가 기준치보다 낮음 (탁도) / 높음 (염소소거율)

Residual Chlorine / Chlorine Removal Test by KCL (Korea Conformity Laboratories)

시험성적서

(재)한국환경수도연구원
 우107201 서울특별시 영등포구 양평로28사길 29
 Tel : 02-2637-1234 Fax : 02-2631-8767

성적서 번호 : ID-211139 A
 페이지 (1) / 총 1) 장

- 위뢰자 기관명 : ㈜유투스시스템
 주 소 : 서울시 강남구 봉은사로30길 42, 3층
- 시험대상 용품/상표/시료 설명 : 유수수 모듈러 (UF/ACF)
- 성적서 용도 : 참고용
- 시 료 구 분 : 지참시료
- 시 험 기 간 : 2021. 11. 22. ~ 2021. 12. 8.
- 시 험 장 소 : KEI 고정시험실 (서울특별시 영등포구 양평로28사길 29) 현장시험
- 시 험 방 법 : 정수기의 기준규격 및 검사기관 지정고시 (환경부고시 제2021-157호)
- 시 험 환 경 : 온도 : (최저 15 °C, 최고 18 °C), 습도 : (최저 29 % R.H., 최고 41 % R.H.)
- 시 험 결 과

항목	단위	결과			비고
		유입수 농도	유출수 농도	제거율 (%)	
탁도	NTU	5.30	0.06	98.9	-

※ 압력 : 1 kgf/cm²

확 인 : 시험자 최 연 수

기술책임자 송 인 형

- 이 성적서는 위뢰자가 제시한 시료 및 시료명으로서 시험한 결과로서 전체 제품에 대한 품질을 보증 하지는 않습니다.
- 이 성적서는 KS Q ISO/IEC 17025 및 KOLAS 인정과 관련 없으며 용도 이외의 홍보, 선전, 광고 및 소송용 등으로 사용될 수 없고, 시험승인 없이 재발행하지 못합니다.

2021. 12. 8.

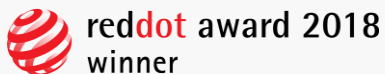
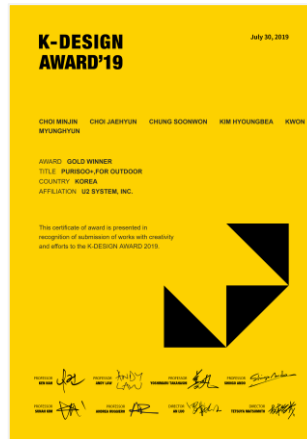
(재)한국환경수도연구원 (인)

* 시험결과 및 시험성적서 진위여부는 성적서 상단의 대표전화로 문의하시기

+ Design Awards








- Red Dot Design Award 2018, Winner (PURISOO)
- Japan GOOD DESIGN Award 2018, Winner (PURISOO)
- **K-Design Award 2019, Gold Winner (PURISOO Plus)**
- Korea Good Design Award 2019 (PURISOO)
- K-Design Award 2020, Winner (Purisense, Puripuri)
- **Seoul Award 2022, Innovative Product (PURISOO Plus)**



+ Features & Comparison



Modular filters that can be combined according to the environment and needs including antibacterial UF filter + High usability by all in one pump and the bottle

	 PURISOO Plus	 Straw Filter + Storage Type	 Single Straw Type	 Single Pump Type	 Press Type
Filter Type	Modular	Single	Single	Combine	Single
Antibacterial UF filter	✓	X	X	X	X
Integrated product (purified water storage + pump)	✓	△	X	X	X
Does not store contaminated water in bottle. (Hygienic)	✓	X	✓	X	X
Contaminated water at a distance or hard to reach can be purified. (Extension Hose Kit)	✓	X	X	✓	X
Filter can be replaced externally, keeping stored water safe from contamination.	✓	✓	X	X	✓
Share purified water with others.	✓	X	X	X	✓
External sieve to help main filter's lifespan.	✓	X	X	X	X
Easy to use even for children and elderly people.	✓	X	X	✓	X
Double body layers to improve durability when using outdoor.	✓	X	X	X	X
Average Sales Price (KRW)	₩ 80,000	₩ 44,800	₩ 21,900	₩ 103,100	₩ 105,500

+ Succeed crowdfunding 'Makuake'



Japan Crowdfunding 'Makuake' 1272% Achieved!! (841 backers)

The screenshot shows the Makuake crowdfunding page for the Purisoo+ project. The main banner features a person using the green portable water filter. The project title is "いつでもすぐゴクリ! 瞬間浄水" (Drink anytime, anywhere! Instant purification). The goal is 500,000 yen, and the total amount raised is 6,363,960 yen, which is 1272% of the goal. There are 841 backers and the campaign has ended. The project description highlights its use in outdoor activities and emergencies. The page includes navigation tabs for projects, activity reports, and comments, as well as social media sharing options.

いつでもすぐゴクリ!
瞬間浄水
アウトドアから旅行、災害時に

応援購入総額 **6,363,960円** (Success!)
目標金額 500,000円
1272%

サポーター **841人**
残り **終了**
終了しました

【災害時にも大活躍】吸水しながら一瞬で飲み水に変わるポータブル浄水ボトル
#便利グッズ #プロダクト #ポータブル #多機能 #キャンプ

A collage of customer testimonials for the Purisoo+ water filter. The testimonials are dated from 2021.09.09 to 2021.10.25. They express gratitude for the product's reliability and convenience, particularly in emergency situations like typhoons and earthquakes. Customers mention that the product is a valuable investment and that they are happy to have it for future use.

2021.09.23
今の時代何があるかわからないので、今後の為に買いました。たのしみです。

2021.09.09
とても重宝する物だと思い、迷わず購入に至りました。台風や地震が多い昨今、いざという時の為にこういう物を揃えておくのは大事だと思います。こういう事で使用する機会がないのが一番ですが...

2021.09.16
とてもいい商品だと思い応援させていただきます(^^*) これからも頑張ってくださいね

2021.09.09
こんな事が起こるのか? と思う様な事が続き、多分 まだまだ「こんな事が起きるのか?」が 続きますので「必携」でしょう

2021.09.09
今は何が起こるかかわからない。もし使わないかもしれない。でも何かあった時は絶対に役に立つと思います。水は命です。災害ではの必需品ですね。

2021.10.12
優秀なフィルターの浄水装置はいくつもありますがボトルと一体化している部分に、浄水した水を容器に移し替える等多人数での使い回しもできる汎用性も考慮し購入に至りました。フィルターを通して自分だけ吸うタイプにボトルがたっただけと思う方もいるかもしれませんが、私は大きな利点と考えます。

2021.10.25
災害時に購入。何も無いことを祈りが、わかりませんからね。良い製品に逢え良かった。楽しみです。

<https://www.makuake.com/project/purisoo/>

+ Global Influencer Collaboration



【野良飯】キャンプの原点はラーメンだ！山の川水を飲料水に変えるキャンプや登山・釣りのラーツーにもおすすめな浄水ボトル【Purisoo+】

<https://www.youtube.com/watch?v=B8u0ulStuVU>



【予約ミス】宿が無くなったので、川の水でラーメン作り始める女。浄水タンブラーPURISOO+が最高の救世主だった！

<https://www.youtube.com/watch?v=XiqHFQYfFC8>



Influencer 'Vanji Outdoors'

<https://youtu.be/SK4VAhL4VQQ>



Influencer 'Sunshinekelly' from Malaysia

https://www.instagram.com/tv/CIXNTntDCIG/?utm_source=ig_web_copy_link



PP21MX-UCXX

Basic

- PURISOO+ Bottle (Military Green / 400ml)
- Upper Filter : UF
- Lower Filter : ACF
- User Guide (KR, EN, JP)



PP21MF-UCXX

Basic FULL

- PURISOO+ Bottle (Military Green / 400ml)
- Upper Filter : UF
- Lower Filter : ACF
- User Guide (KR, EN, JP)
- Extension Hose Kit (Strainer + Hose)
- Pouch



PP21MX-UCNN

Double

- PURISOO+ Bottle (Military Green / 400ml)
- Upper Filter : UF, ION
- Lower Filter : ACF, ION
- User Guide (KR, EN, JP)



PP21MF-UCNN

Double FULL

- PURISOO+ Bottle (Military Green / 400ml)
- Upper Filter : UF, ION
- Lower Filter : ACF, ION
- User Guide (KR, EN, JP)
- Extension Hose Kit (Strainer + Hose)
- Pouch



PMF-UC

UF Pack

- Upper Filter : UF (x1)



PMF-XC3

ACF Pack

- Lower Filter : ACF (x3)



PMF-NN

ION Pack

- Upper Filter : ION
- Lower Filter : ION

U2 System, Inc.

A. 3F Philos Building, Bongeunsa-ro, 30-gil, 42, Gangnam-gu, Seoul, Republic of Korea

H. www.u2system.co.kr / www.purisoo.com

E. purisooinfo@gmail.com



If you have any business offer, please contact us and let's discuss !

A man with a beard is shown in profile, drinking from a dark-colored water bottle. The image is overlaid with a semi-transparent blue filter. The text "Thank you!" is centered in white.

Thank you!

Website www.purisoo.com
Instagram [@purisoo_official](https://www.instagram.com/purisoo_official)
Facebook https://www.facebook.com/PURISOO_global-105518028275689
Blog (KR) <https://blog.naver.com/u2-purisoo>