PURE PLUS

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Your Refreshing Partner

WE ARE ORGANIC BRAND

Honest

Producing Honest Beverages

Greetings

Pure Plus was established as Hansung Food Co., Ltd. In 1986 to build the 100ml and 180ml bottle line in 1997 to provide the foundation as a food & beverage manufacturer. In 2000, a strategic brand partnership was signed with Sam-A Pharm to develop, produce and sell its own products actively. The factory was then expanded and relocated in October, 2001 and the name of the company was changed to Pure Plus in order to establish the will for a new leap forward.

Pure Plus is currently mass producing OEM products for its own brand and for major domestic & foreign companies based on the experiences and technology accumulated for over 30 years. In addition, the products from its own brand are being sold through over 200 distribution network stores nationwide including E-mart, Home Plus, GS Mart and general retail stores, and the products are also being exported overseas.

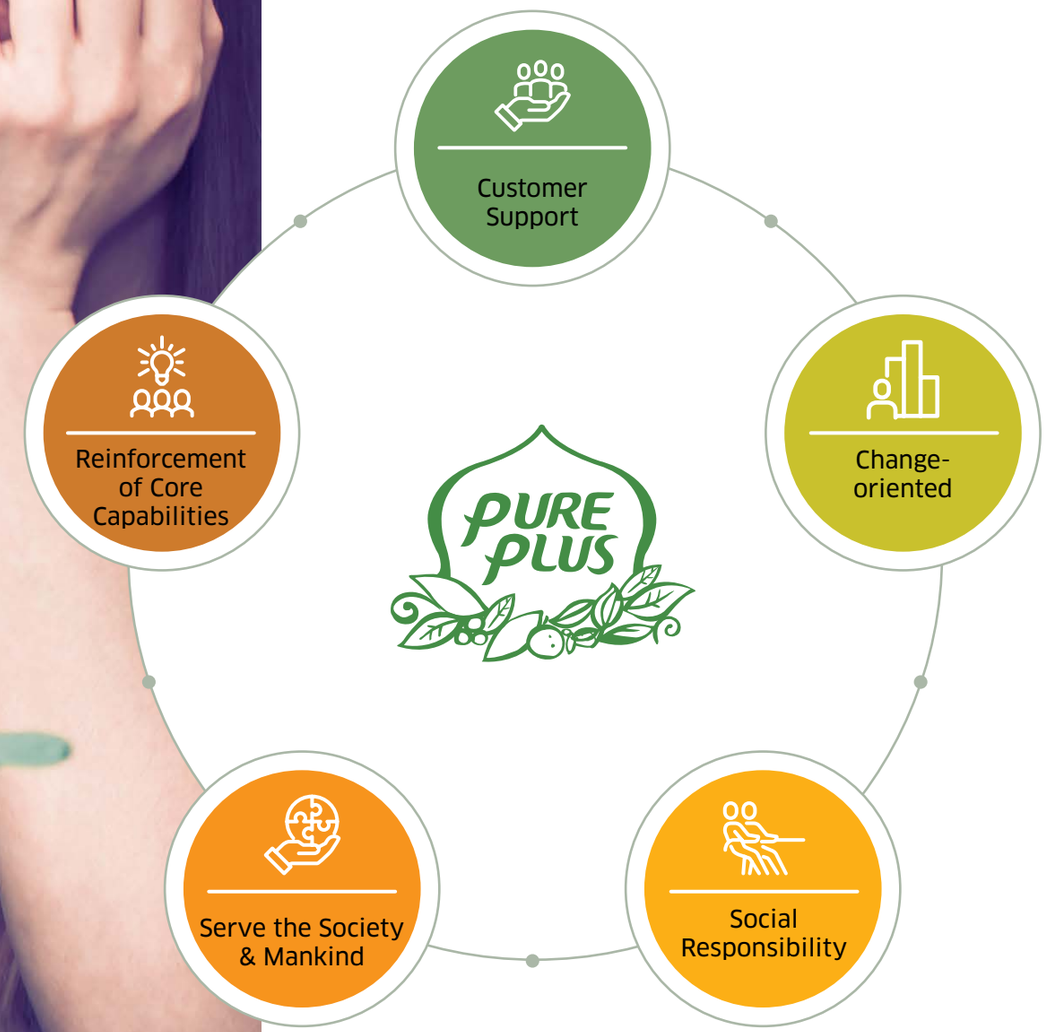
Over 3,000 products produced by Pure Plus are recognized for their quality in the global market, and the products are currently being exported to about 50 countries to be known as an outstanding brand in the global beverage market.

Pure Plus will strive to become a healthy drink producing company that is recognized worldwide.

Eco-Friendly

Dreaming of Becoming One with Nature

Vision



Nature

Bringing Nature as It Is

History

1986
- Establishment of Hansung Food Co., Ltd. (National agency network established)

1997
- Yecheon Factory acquired (100ml, 180ml, bottle line production)

2000
- Strategic brand partnership with Sang-A Pharm for production & sales

2001
- Company name changed to Pure Plus Co., Ltd. (Hamyang Factory acquired)

2002
- Operation of C Line
- Operation of A Line

2004
- Hamyang No. 2 Factory acquired
- ISO 9001 Quality Certification acquired
- Operation of D Line

2005
- Awarded by Minister of Trade, Industry & Energy
- Awarded for honest local tax payer (Head of Hamyang-gun)

2008
- Conversion & upgrade of C Line to PET exclusive line
- Hamyang No. 3 Factory acquired

2009
- Drinking water company, Oasis Co., Ltd. acquired
- Awarded by Director of National Tax Service

2010
- Awarded Outstanding Export Promotion Enterprise (Hamyang-gun)
- Awarded for 5 million dollars in exports in the 47th Day of Trade

2012
- Establishment & certification of Pure Plus R&D Center

2013
- Domestic organic processing certification acquired
- Grand prize on Gyeongsangnam-do Agri-Exports Awards
- Awarded for 10 million dollars in exports

2014
- Extension of production facilities in the Hamyang Factory

2018
- Establishment of US Corporation, Pure Plus USA

2019
- Appointment of CEO Park Jae-yong

Trust

Dreaming of a Sustainable Management

Management Philosophy

Change and Challenge are attempted continuously while being faithful to the basic principles.

Infrastructure is constructed for environmental management system certification, and resource utilization and eco-friendly facilities are in use actively.

Quality management policy is followed to immediately reflect and improve the systematic and social requests of the customer.

Quality Certification

Pure Plus acquired various quality certifications to produce reliable beverage products.

HACCP is an abbreviation for Hazard Analysis and Critical Control Points, and the Ministry of Food & Drug Safety refers to HACCP as the “Hazard Analysis & Critical Control Points”.

The organic processed food certification system promotes the organic mark and increases the reliability to protect the consumers, and it’s used to supply high-quality organic food by businesses of good will.

The FDA is an agency within the U.S. Department of Health and Human Services, and is in charge of the safety and sanitary control on the food, cosmetics, medical devices, and other products that are sold in the US. Import of products that violate the regulation for each sector may be refused admission.

It refers to the quality assurance system on the production process of the products and services, and it is evaluating and certifying the quality management system of producing and supplying the product. Certified companies must document and implement the work procedure according to the manual.

It is the abbreviation for Safe Quality Food, and is the certification program to prevent in advance the mixing or contamination of hazardous elements in the food in the overall process including food, agriculture, fisheries and livestock, other ingredients, manufacturing, processing and distribution, etc.

It is the certification on food without gene manipulation, and the certification is provided by the non-profit organization of NON-GMO PROJECT. Among the domestic aloe beverages, Pure Plus was the first company to acquire the certification on food without gene manipulation.

WE HAVE **COMPETITIVE POWER**

How many production processes are there in Pure Plus to produce one bottle of our organic beverages?

Different

Pure Plus is Different

Fresh from ingredient to production!

1. Cultivation
2. Harvest & Transportation
3. Cleaning
4. Juice Extraction
5. Reduction & Mixing
6. Sterilization
7. Packing
8. Distribution

Differentiation from the Manufacturing Process!

1. Empty Bottle Insertion
2. Cleaning
3. Mixing
4. Sealing
5. Cooling
6. Inspection
7. Packing
8. Loading & Transportation

Overwhelming

Displaying Overwhelming Capacity

Domestic Market

Products are sold through brand malls, supermarkets, pharmacies, convenience stores and online malls.

SHINSEGAE · 롯데백화점 · HYUNDAI DEPARTMENT STORE GROUP

emart · Home plus · GS25 · CU

coupang Color Your Days · 위메프 · TMON

Overseas Market

Pure Plus exports and supplies to over 50 countries since 1996, and the My Aloe Line is particularly loved by consumers worldwide.

TESCO · METRO · Carrefour · Auchan

H-E-B · EUROCASH GRUPA · rompetrol · żabka

COSTCO WHOLESALE · 7 ELEVEN · Kaufland · Walmart Save money. Live better.

Capacity

Classification	A line	C line	D line	P line
Spec.	75 ~ 100 ml (Bottle)	350 ~ 1500 ml (PET exclusive)	120 ~ 1000 ml (Bottle)	340 ~ 1500 ml (PET exclusive)
Daily Production Qty.	300,000 Bottles	160,000 PET	300,000 Bottles	300,000 Bottles

Classification	No. 1 Factory	No. 2 Factory	No. 3 Factory	No. 4 Factory	No. 5 Factory	Total
Land	15,438	6,703	7.077	3,479	5,889	38,586
Building	9,719	1,897	4,069	2,366	2,412	20,463

(Unit : ㎡)

Worldwide

Spreading into the World

Pure Plus will serve the society and mankind
with our dreams and hope through healthy and honest beverages.

America
Argentina
Bolivia
Canada
Chile
Colombia
Costa Rica
Dominican Republic
Jamaica
Peru
USA
Mexico

Africa
Liberia
Mayotte
North Africa

Middle East
Iran
Saudi Arabia
Lebanon

Europe
Albania
France
Germany
Greece
Hungary
Italy
Netherlands
Poland
Romania
Russia
Spain
Sweden
UK
Kosovo
Norway
Denmark
Slovakia

Asia
Cambodia
China
Mongolia
Vietnam
Singapore
Laos
Myanmar
Philippines

Oceania
Australia
New Zealand

Currently, Pure Plus is exported
and supplied to over 50 countries.

Growth

Continuing the Growth

1996 Initiation of Export Sales

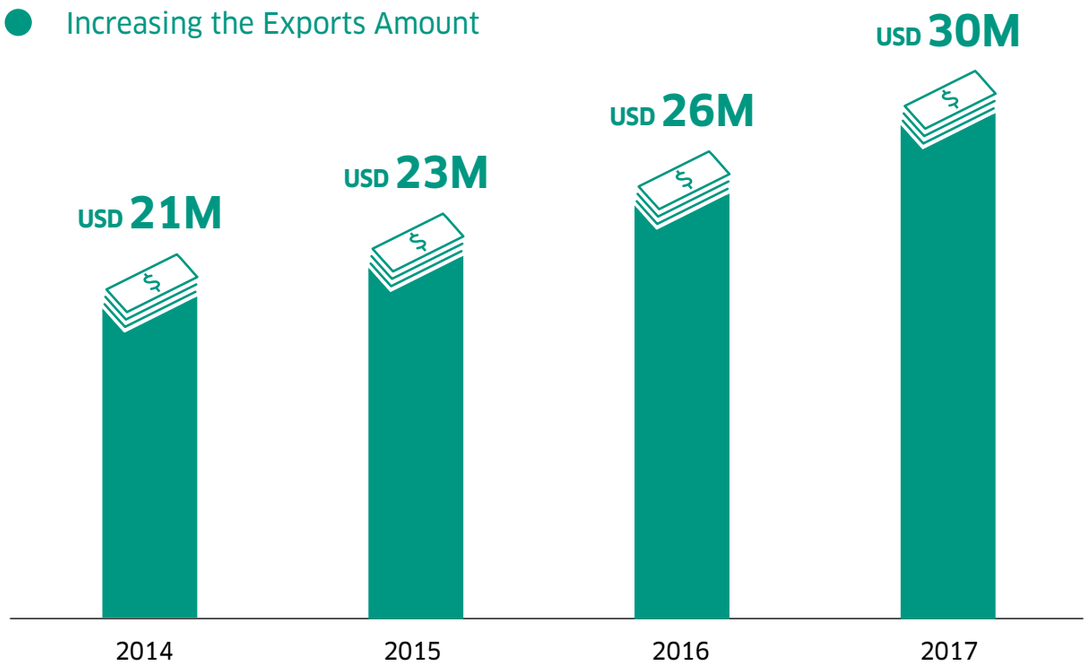
2011 My Aloe launched

2015 Achieved USD 100,000 in exports

2016 Achieved exports to 50 countries

2017 Annual export of 3,000 containers

Increasing the Exports Amount



(Unit (M) : USD 1 million)

Fresh & Pure

Domestic NB products are introduced on Pure Plus
that produces healthy beverages for the customers.

Domestic

Through the collaboration with popular animations and character licensing, fresh organic beverages, healthy juices, convenient beverages, and various other beverages are produced in consideration of the needs of the customers.

Kid's Beverages

Coco Series
Strawberry / Peach / Green Grape
(240 ml)

Milk Series
Milk / Strawberry / Apple
(240 ml)

Organic Beverages

Purene Organic Orange / Tomato / Grape / Gift Package (245 ml / 1 L / 245 ml X 10 EA)

Gift Set

Wild Ginseng Culture Root (75 ml)

Fermented Red Ginseng (75 ml)

Energy of Red Ginseng
(120 ml / 12 EA)

Pure Feeling Blueberry
(120 ml / 12 EA / 20 EA)

Emperor's Ginger Ssanghwa
(120 ml / 10 EA)

Today's Juice Series

Aloe / Tomato / Mango / Blueberry / Raspberry / Red Ginseng / Beyond Honey Water / Gift Package (180 ml / 12 EA)

100 ml Drink

Vita C / Energy Red Ginseng / Red Energy Raspberry / Ssanghwa Gold (100 ml / 10 EA / 20 EA)

Other Drinks

500ml / 1.5L
410ml
340ml

Cool Mojito Lemon / Grapefruit / Apple Mango
Stylish Blue Lemon
Refreshing Aloe
Swag Mojito / Aloe Kiwi / Apple Mango

Black Buckwheat Tea
Calamansi & Lemon Water

Aloe Plus

Juicy & Tasty

Introduction of the My Aloe series, the main product of Pure Plus that showed its high quality to the world.

Export

My Aloe

Original
240 / 500 / 1500ml

Mango
240 / 500 / 1500ml

Pomegranate
240 / 500 / 1500ml

Strawberry
240 / 500 / 1500ml

Watermelon
240 / 500 / 1500ml

Pineapple
500 / 1500ml

Sugar-free
500 / 1500ml

Cranberry
500 / 1500ml

Blueberry
240 / 500 / 1500ml

Red Grape
240ml

My Coco

Coco Original
500 / 1500ml

Coco Grape
500 / 1500ml

Coco Pineapple
500 / 1500ml

Beyond Honey Water

Original
180ml

Grapefruit
180ml

Lemon
180ml

Ginger
180ml

Yogo Aloe

Yogo Aloe
Melon
500ml

Yogo Aloe
Pineapple
500ml

ONIT

Original
500 / 1500ml

Mango
500 / 1500ml

Coconut
500 / 1500ml

Pineapple
500 / 1500ml

Pomegranate
500 / 1500ml

Strawberry / Sugar-free
500ml

Other Beverages

Aloe Water
Calamansi & Lemon
500ml

Aloe Water
Cucumber & Apple
500ml

Plus Water
Grape
500ml

Plus Water
Peach
500ml

Pina Colada
500ml

Mojito
500ml

Healthy & Delicious

Domestic OEM products are introduced on Pure Plus
that produces healthy beverages for the customers.

OEM

Collaboration is made with OEM partners of Pure Plus to present fresh and delicious juices and healthy and safe drinks.

Coca-Cola

Kwangdong

해태htb

동화약품

emart

종근당

CJ FOODVILLE

BGF리테일

Home plus

coupang
Color Your Days

경남제약|주|

대웅제약

일양약품

Hanmi 한미헬스케어(주)