



purisoo

# purisoo

## ポータブル浄水器

製品紹介 \_ 2021

**Website** [www.purisoo.com](http://www.purisoo.com)

**Instagram** [@purisoo\\_korea](https://www.instagram.com/purisoo_korea)

[@purisoo\\_global](https://www.instagram.com/purisoo_global)

**Facebook** <https://bit.ly/2HAgUR7>

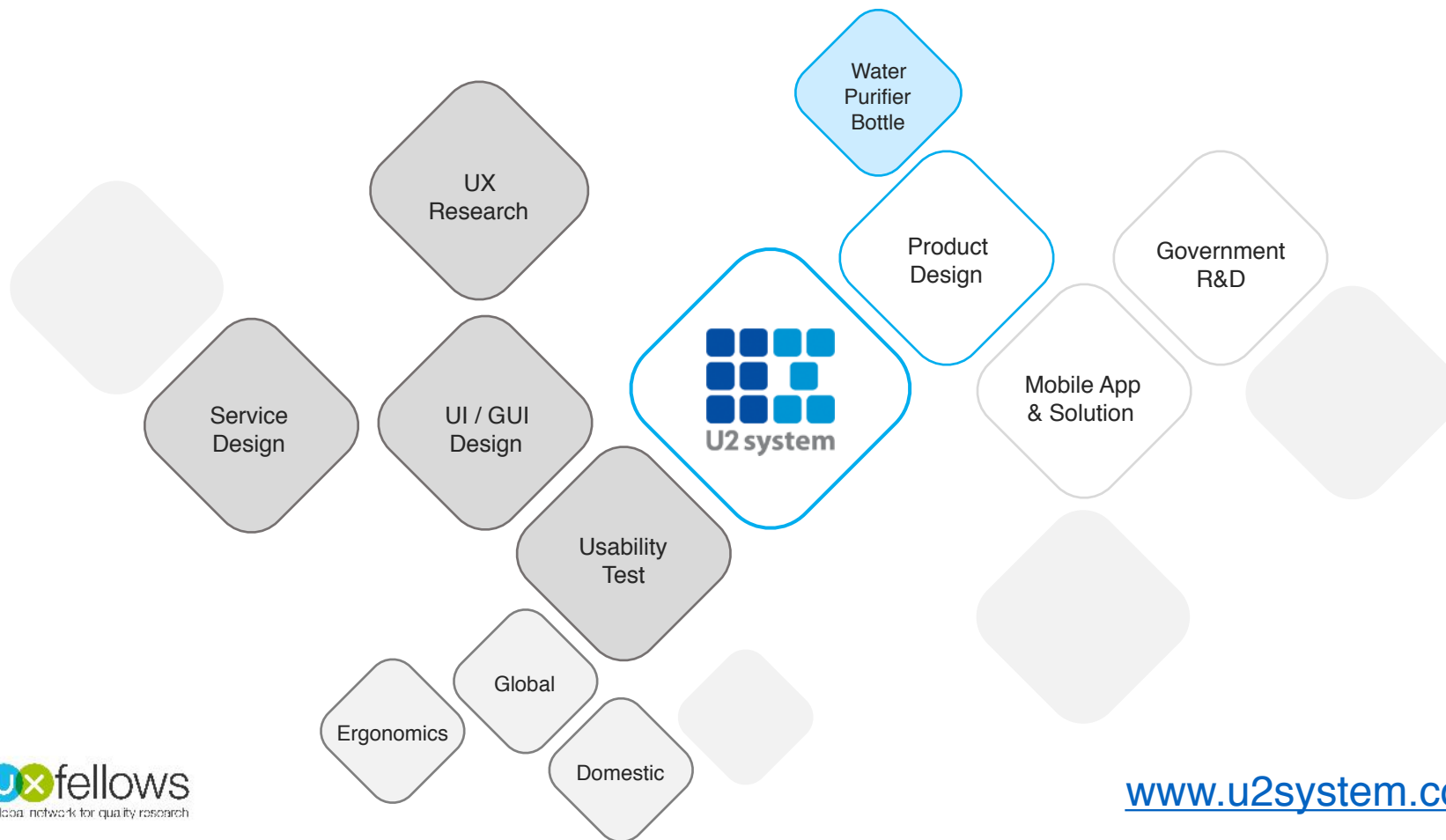
**Blog** <https://blog.naver.com/u2-purisoo>

 U2 System



U2システムは、2002年の創業以来、急速に変化するデジタル時代のリーダーとして世界的UXコンサルティング企業として着実に成長しております。

スマートな未来の技術と環境を融合したユーザーの経験を中心に総合デザインコンサルティング企業として新たな飛躍を目指しております。





# 株式会社U2システムの履歴

<ul style="list-style-type: none"> <li>U2 System, Inc. 設立</li> </ul>	2002	◆	2017	<ul style="list-style-type: none"> <li>K-BrainPower (脳の能力に優れ専門企業) 選定 (産業通商資源部)</li> <li>優れたデザインの専門会社選定 (韓国デザイン振興院)</li> <li>レッドドットデザイン賞、ウィンナー</li> </ul>
<ul style="list-style-type: none"> <li>SAMSUNG電子UI/GUI デザイン部門協力会社登録</li> </ul>	2003			
<ul style="list-style-type: none"> <li>デザイン専門企業登録 (分野: マルチメディア) (韓国デザイン振興院)</li> <li>感性UX融合研究所設立 (韓国産業技術振興協会)</li> </ul>	2004		2018	<ul style="list-style-type: none"> <li>ポータブル浄水器 "フューリーこと" 発表 (www.purisoo.com)</li> <li>レッドドットコンセプトデザインアワード、ウィンナー</li> <li>日本のグッドデザイン賞、ウィンナー</li> </ul>
<ul style="list-style-type: none"> <li>中小企業庁ベンチャー企業認証獲得</li> </ul>				
<ul style="list-style-type: none"> <li>INNO-BIZ 認証取得</li> </ul>	2007			
<ul style="list-style-type: none"> <li>グローバルUX alliances設立 (アメリカ、ヨーロッパ、インド)</li> <li>現代自動車UX研究パートナー登録</li> </ul>	2009		2019	<ul style="list-style-type: none"> <li>高麗大学AI研究センター協力機関のMOU締結</li> <li>K-Design Award、Gold Winner賞 (ピュリことに加えて)</li> <li>優れたデザイン (GD) の選定、中小ベンチャー企業長官賞Silver Prizeを受賞</li> <li>YouTubeのシステムU.S. FDA登録 (Registration No .: 19848554130)</li> </ul>
<ul style="list-style-type: none"> <li>韓国のユーザーエクスペリエンスの専門家協会設立 (UXPA Korea)</li> </ul>	2010			
<ul style="list-style-type: none"> <li>UX Fellows Networks (世界25カ国) 構築</li> </ul>	2012		2020	<ul style="list-style-type: none"> <li>K-Design Award、Winnerを受賞 (Purisense&amp;Puripuri)</li> </ul>
<ul style="list-style-type: none"> <li>Facebook、Inc。 (米国) 協力会社として登録</li> </ul>	2015			
<ul style="list-style-type: none"> <li>デザイン専門企業登録 (分野: 総合デザイン) (韓国デザイン振興院)</li> </ul>	2016	◆	2021	





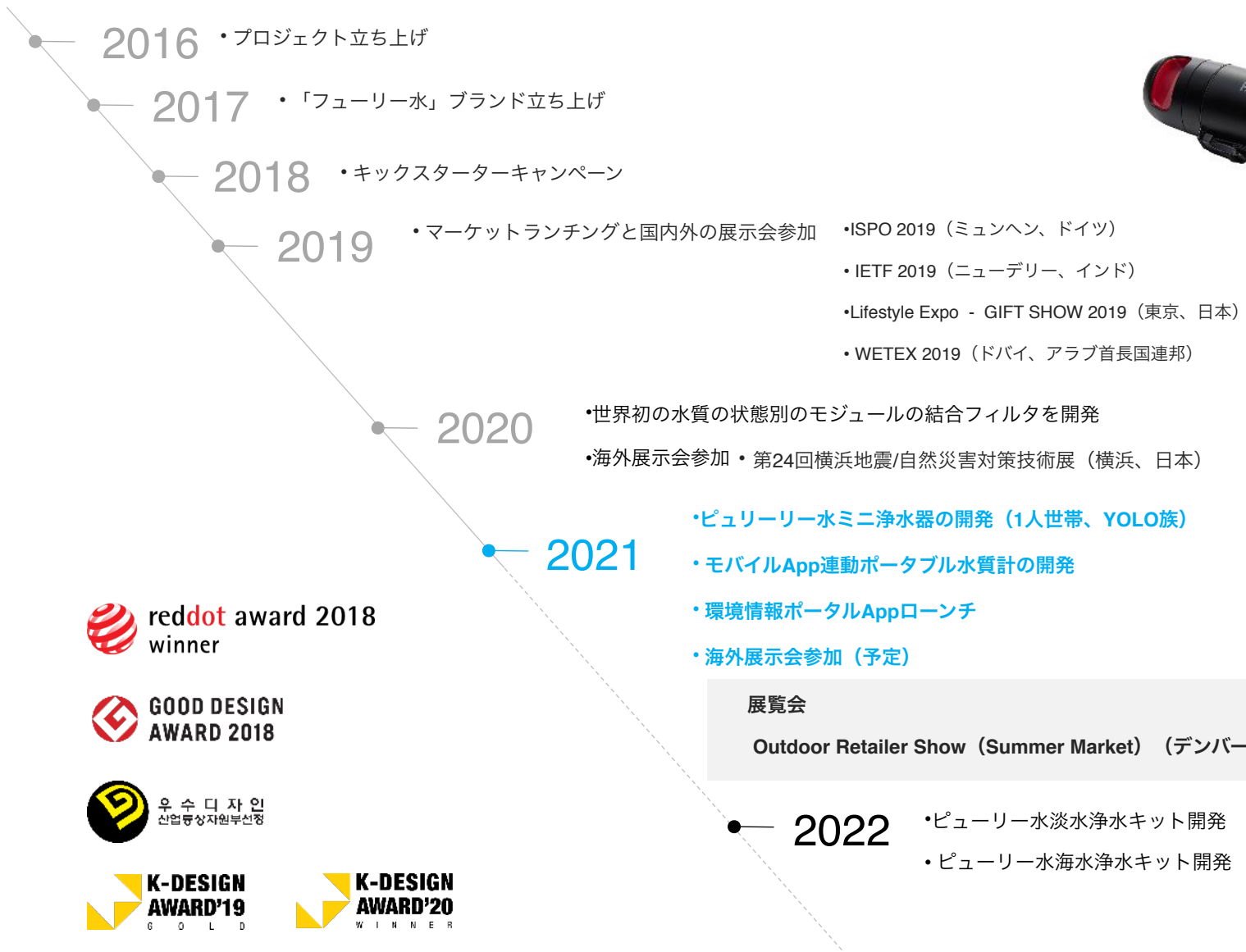
## フューリー水は、いつでもどこでもきれいな飲み水を提供してくれる ポータブル浄水器（携帯用浄水器）です。

ハイキング、トレッキング、登山、キャンプなどのアウトドア活動、国内外の旅行、災害緊急時  
あなたとあなたの家族が、きれいな水を飲むことができますようになります。





# フューリー水 - ブランドストーリー



展覧会  
Outdoor Retailer Show (Summer Market) (デンバー、米国) 2021. 06



## フューリーの水の開発の背景

2016年8月に公開された韓国の映画、「トンネル」

主人公の整数（ハ・ジョンウ分）は、帰宅途中、大型トンネルが崩れる事故でトンネルの中に閉じ込められてしまう。

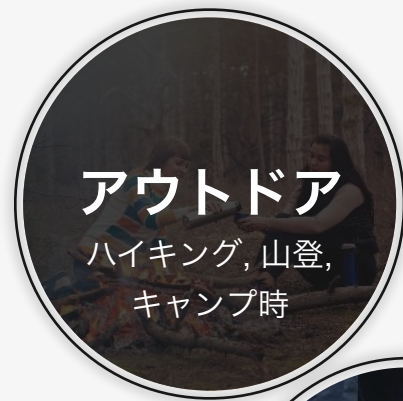
彼に残ったのは、バッテリーが78%、残りの携帯電話、娘の誕生日ケーキ、そしてミネラルウォーター二本...！

身動きできない彼崩れトンネルの中に閉じ込められたまま二本の命の水のみに依存して苦勞している話。ここからインスピレーションを受けて誕生した製品が

「フューリー水」です。

Purify + 水 = purisoo \* 水 = 韓国語では '水' と読みます。





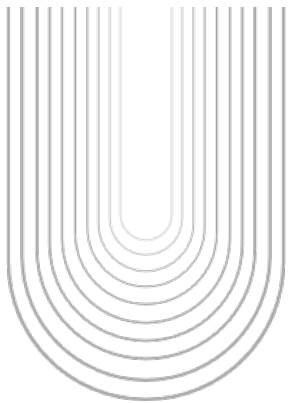
- フィルタリング (Filtration)
- 耐久性 (Inner shell Protection)
- 人体に無害素材を使用 (Food Contact Materials)
- BPA Free
- バッテリーを使用しない (No Battery Necessary)
- 隣人と分かち合い可能 (共同体) (Share Purified Water)

- 浄水されたきれいな水だけ水筒本体の中に保存 (Hygiene)
- 安全 (Safety)
- ボトル半永久使用可能 (Durability)
- すべてのパーツに分解および洗浄可能 (Washable)
- 心地よいグリップ (Easy Grip)
- 水の深さにかかわらず、使用可能 (Flexibility)



## 二層フィルター

\*\*韓国環境首都研究試験成績書を保持 (p14)



### 中空糸フィルター (UF膜)

99.99%

#### 除去

- 寄生虫と寄生虫の卵 (Giardia、Cryptosporidium等)
- 細菌 (大腸菌、サルモネラ、コレラ、黄色ブドウ球菌、緑膿菌)
- 0.2ミクロン以上の沈殿物 (0.0002mm)



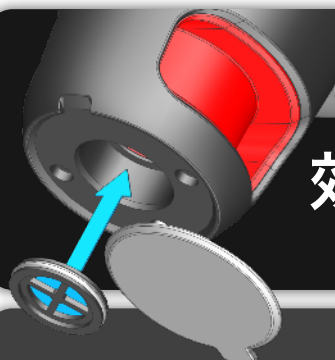
### 繊維状活性炭 (Activated Carbon)

#### 減らす

- 重金属やウイルス (Hepatitis A、サス、ロタウイルスなど)
- 塩素のような悪臭や味





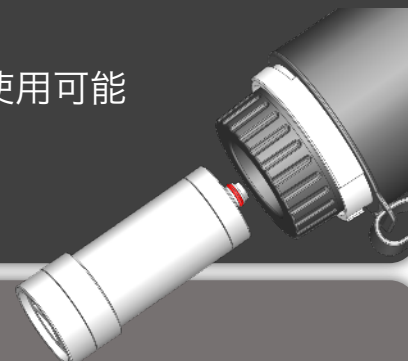


## 01 効果的な浄水

- ✓ 屋外で最も効果的なUFフィルタを使用した安全飲料水を提供
- ✓ 3のフィルタリングを通じた連続異物除去（専用網で大きな異物防止して、本フィルタの寿命延長）

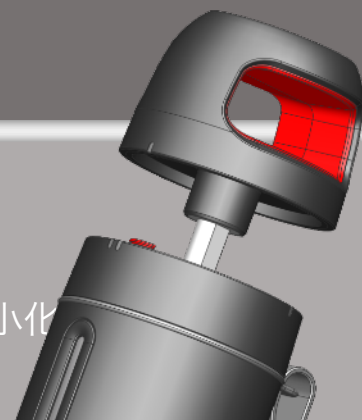
## 02 半永久的な使用

- ✓ フィルターの交換だけで半永久的に使用可能
- ✓ フィルタの寿命を延ばす専用網設計



## 03 プレミアムデザイン

- ✓ 使いやすさを考えたシンプルで直感的なデザイン
- ✓ 野外活動を考慮した耐久性設計



## 04 コストパフォーマンス

- ✓ 価格比の優れたフィルタ性能と機能
- ✓ 他社比フィルターの交換コストの最小化

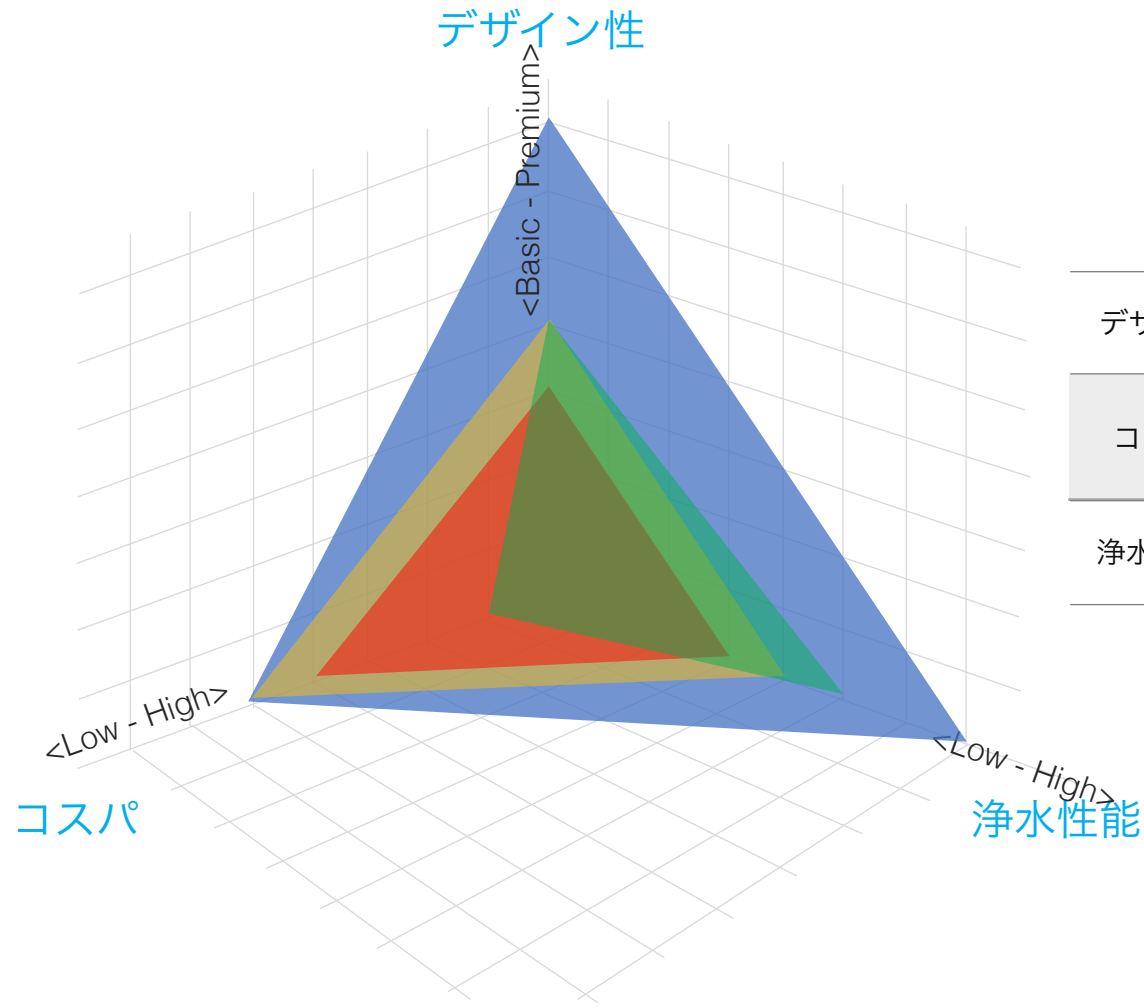


## フューリー水 - 他社製品との比較表

		puriso	L****	G****	K****
衛生	口で吸わなくても、浄水可能	○	No	Yes	Yes
	汚染された水を水通の中に保管していない	○	保管タンクなし	○ または X	保管タンクなし
	汚染された水を遠くから浄水可能（延長ホース）	○	X	X	○
	フィルターの交換時、2次汚染防止（外部交換）	○	X	○ または X	X
浄水機能	他人に浄水された水を提供可能	○	X	○	○
	水筒容量超過して、浄水可能	○	保管タンクなし	○	保管タンクなし
	三重フィルタリングと専用網によるフィルター寿命の延長	○	X	X	X
使用性	子供からお年寄りまで簡単に浄水（ポンプ）が可能	○	X	X	X
	浄水保管ボトルとポンプ一体構造	○	吸引式	プレス方式	ポンプ Only
耐久性	ケースの2重設計により、屋外使用の耐久性の向上	○	X	○	X
	フィルターの交換時、永久使用可能	○	X	○	○



# フューリー水- 他社製の比較表



				
デザイン	<b>Excellent</b>	Fare	Good	Good
コスパ	<b>Good</b>	Fare	Good	Poor
浄水性能	<b>Excellent</b>	Fare	Fare	Good



## フューリー水 使用方法



① 下部の吸水口の蓋を開けます。  
もしくは延長ホースを繋ぎます。

Tip! 吸水蓋を後ろに回しますと  
ポンピング時邪魔になりません。



② 浄水源にホースもしくは  
本体の下部を置き  
ハンドルでポンピング!



③ 浄水後本体に濡れた水を拭き取り  
吸水蓋をしっかりと閉じます。



④ ハンドルを反時計回りに回し  
分離します。



⑤ シリコン蓋を開け、浄水された水を飲みます!

Tip! 水の出だしがよくない場合シリコン蓋の裏部分を  
全開しますと空気が流れ込み出だしが良くなります。

[Using Tips \(Click!\)](#)

[FAQ \(Click!\)](#)

[Troubleshooting \(Click!\)](#)



## フューリー水 - 製品の色とパッケージの構成



PC18-M2020



### ピューリー水の基本商品構成

- ・ ピューリー水本体
- ・ フィルタ
- ・ 延長ホースキット
- ・ 収納ポーチ
- ・ 使用説明書

恐れ入りますが  
現在は黒色とカーキ色のみ  
生産可能です。2021年時点

### 製品色

PC18-K0303



PC18-K0505



PC18-K0000



PC18-W1313



PC18-W1515

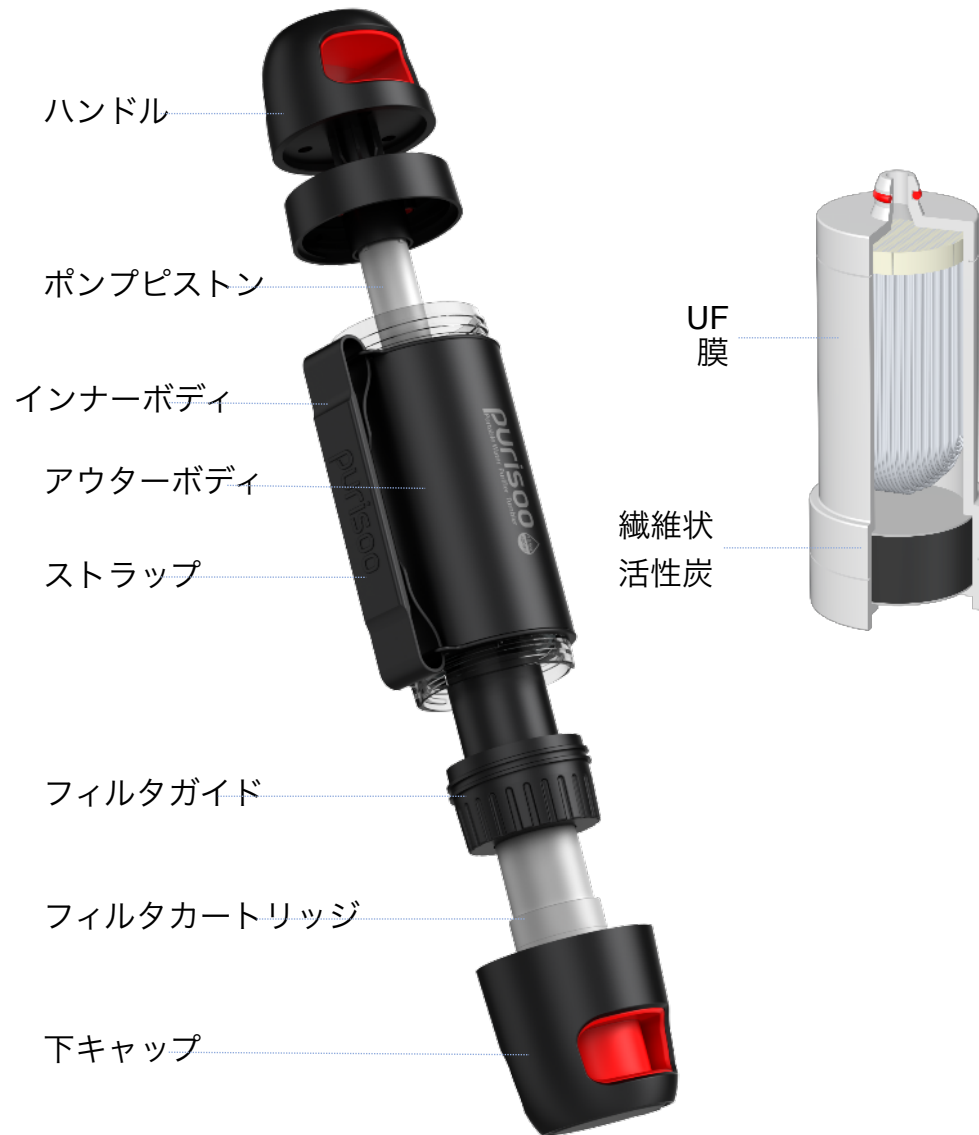


PC18-W1010





## フューリー水- 製品仕様



### Bottle Specification

- サイズ： $\varnothing 76 \times 280$  mm (3 inch X 11 inch)
- 重量：570g (20 oz)
- 容量：400ml (13.5 oz)
- 整数可能な水の温度：5~50°C (41~122°F)
- 電源必要なし/ボンド未使用
- 注意：食器洗い機使用不可
- 材質：PP、POM、LDPE、EPDM、Titan (BPA Free)、Silicon
- すべての部品の材料は、食品衛生法合格のためにFood Contact Materialを使用しました。

### Filter Specification

- サイズ： $\varnothing 38 \times 96$  mm (1.5 inch X 3.8 inch)
- 重量：55g
- フィルター寿命：韓国の谷の水 (TDS 75~200) の基準最大250Lの整数可能 (\*但し使用する環境や水質に応じてフィルタの寿命像)
- 整数可能な水の温度：5~50°C (41~122°F)
- 注意：食器洗い機使用不可/ボンド未使用
- 材質：ABS



### TESTING CERTIFICATE

<b>Korea Environment &amp; Water Works Institute</b> 28, Yongsu-ro 20th-fl, Yongsu-gu, Seoul, 0721, Korea Tel : +82-2-2697-1234 Fax : +82-2-2691-0787		Certificate No. : E-101124 Page 1 / (1) Pages The end.	
-------------------------------------------------------------------------------------------------------------------------------------------------------------	--	-----------------------------------------------------------	--

1. Client : U2 System CO., LTD.  
 Address :  
 2. Sample Description : Purifoso Filter  
 3. Use of Report : Quality Management  
 4. Date of Test : Aug. 23, 2018 ~ Aug. 31, 2018  
 5. Test method used : HPCR Plate Method  
 6. Testing Environment : Temperature : (36 ± 0.5) °C Relative Humidity : (60 ± 5) % R.H.  
 7. Test Results

Test Item	Unit	The synthetic water	Result		Remark
			The passed water	Removal Rate (%)	
Escherichia coli	CFU/mL	2.5 × 10 <sup>3</sup>	0	100	-
Staphylococcus aureus	CFU/mL	3.3 × 10 <sup>2</sup>	0	100	-
Pseudomonas aeruginosa	CFU/mL	1.3 × 10 <sup>2</sup>	0	100	-
Shigella	CFU/mL	4.1 × 10 <sup>2</sup>	0	100	-
Salmonella	CFU/mL	1.5 × 10 <sup>2</sup>	0	100	-

\* Test condition (suggested by client)  
 - 100 L of the synthetic water passed through the sample and was analyzed

Affirmation Tested by Name : Hwang Gungmo Technical Manager Name : Song Minhyung

1. The results shown in this test report refer only to the offered sample by client.  
 2. The test report cannot be used for the purpose of litigation or advertising, and shouldn't be republished without document approval.

2018. 8. 31.  
 Korea Environment & Water Works Institute

HPC05-3B(14) Korea Environment & Water Works Institute

## ピュリでき、フィルタの性能テスト

大腸菌、黄色ブドウ球菌、緑膿菌、サルモネラ100%除去

2021

### CERTIFICATE OF REGISTRATION

*This certifies that:*

**U2 System, Inc.**  
**3F Philos Bldg., 42, Bongseung-ro 30-gil**  
**Gangnam-gu, Seoul**  
**South Korea**

is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Modernization Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as correctly effective on the date hereof by Registrar Corp.

U.S. FDA Registration No.: **19848554130**  
 U.S. Agent for FDA: **Registrar Corp**  
 144 Research Drive, Hampton, Virginia, 23666, USA  
 Communications: Telephone: 11-757-224-0177 • Fax: 11-757-224-0179

This certificate affirms that the above stated facility is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Modernization Act of 2002 and the FDA Food Safety Modernization Act. Such registration remains in effect as long as the registrant complies with the requirements of the Act and the regulations thereunder. Registrar Corp. will confirm that such registration remains effective upon request and presentation of the certificate and compliance with the Act, unless such registration has been terminated after review of this certificate. Registrar Corp. makes no other representations or warranties, nor does this certificate make any representations or warranties to any person or entity other than the named certificate holder, for whose sole benefit it is issued. Registrar Corp. assumes no liability to any person or entity in connection with the foregoing. The U.S. Food and Drug Administration does not issue or certify any registration, nor does the U.S. Food and Drug Administration recognize a certificate of registration. Registrar Corp. is not affiliated with the U.S. Food and Drug Administration.

**Registrar Corp**  
 144 Research Drive, Hampton, Virginia, 23666, USA  
 Telephone: +1-757-224-0177 • Fax: +1-757-224-0179  
 info@registrarcorp.com • www.registrarcorp.com

*David Lomax*  
 David Lomax  
 Executive Director  
 Registrar Corp  
 Dated: November 4, 2020  
 © Copyright 2003-2020 Registrar Corp

## アメリカFDA登録

U.S. FDA Company Registration No. : 19848554130



# 特許2件、デザイン2件、商標2件、海外ブランド3件

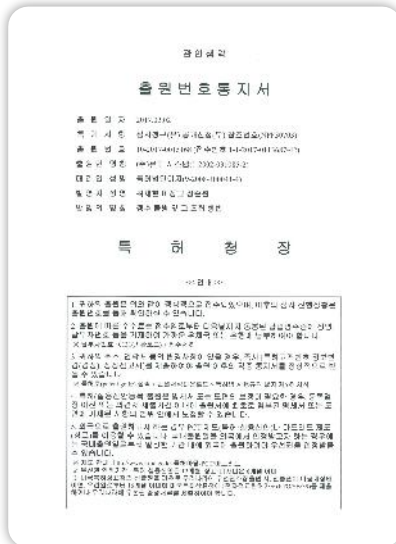
## (米国、ヨーロッパ、日本) 登録完了



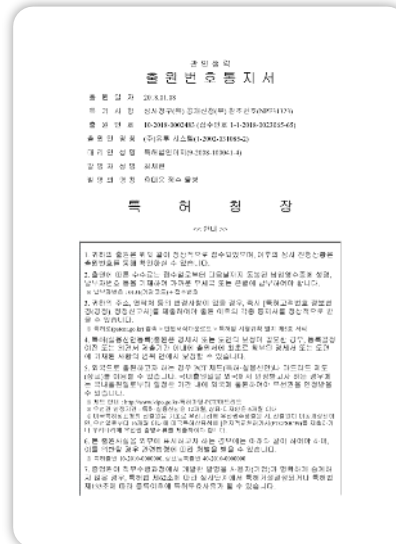
[Trademark application 40-2017-0146677]



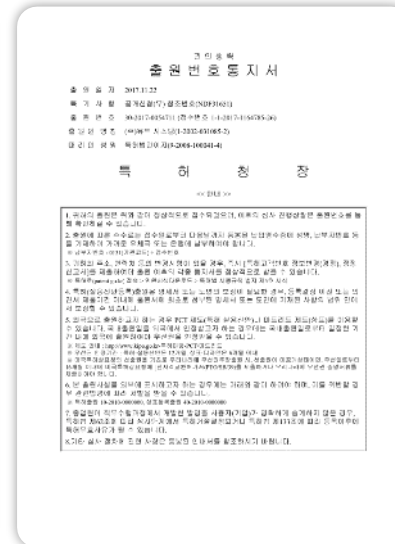
[Trademark application 40-2017-0146685]



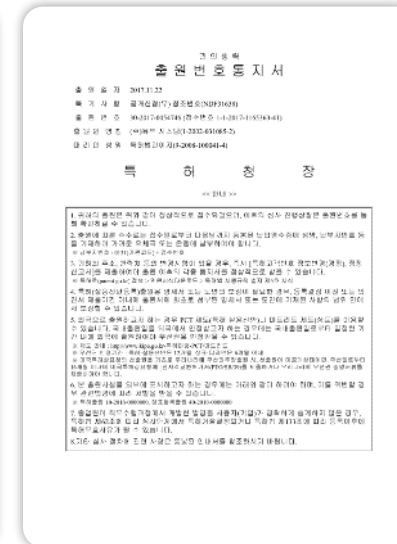
[Patent application 10-2017-0015168]



[Patent application 10-2018-0002483]



[Design application 30-2017-0054711]



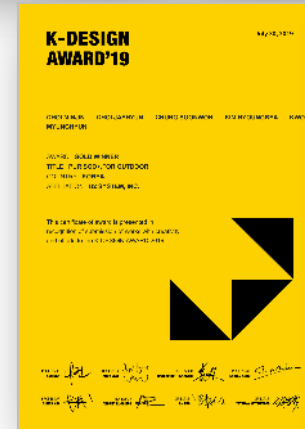
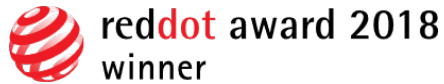
[Design application 30-2017-0054746]





# フューリー水- 国内外の有名なデザイン賞を受賞

- Red Dot Design Award 2018, Winner
- Japan GOOD DESIGN Award 2018, Winner
- K-Design Award 2019, Gold Winner (PURISOO+)
- 優れたデザイン (GD) 選定2019は、中小ベンチャー企業長官賞を受賞
- K-Design Award 2020, Winner (Purisense, Puripuri)

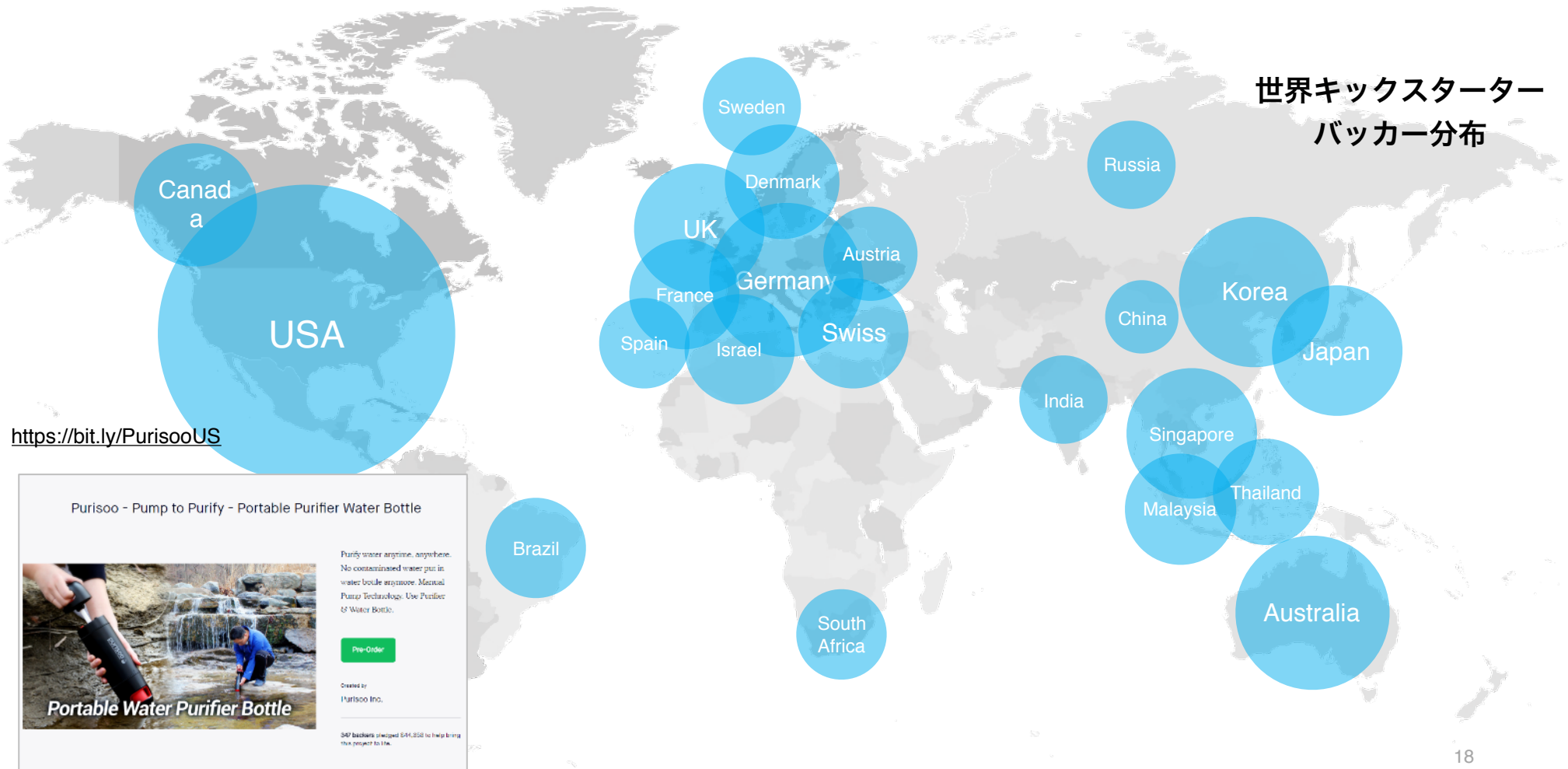




# キックstarterキャンペーン110%達成に成功！


ファンディング期間：2018/3/15 - 2018/4/19 (35日間)

世界キックstarter  
バッカー分布



<https://bit.ly/PurisooUS>

Purisoo - Pump to Purify - Portable Purifier Water Bottle



Portable Water Purifier Bottle

Purify water anytime, anywhere. No contaminated water put in water bottle anymore. Manual Purify Technology. Use Purifier & Water Bottle.

[Pre-Order](#)

Created by Purisoo Inc.

547 Backers pledged \$41,858 to help bring this project to life.



U.S.A. **WEEK** from **OUTDOOR RETAILER**

[https://www.nxtbook.com/nxtbooks/outdoorretailer/theweekly\\_06302020/](https://www.nxtbook.com/nxtbooks/outdoorretailer/theweekly_06302020/)

OUTDOOR RETAILER  
**Bread + Butter**  
GEAR GALLERY

2020-21  
Products



Outdoor gear brands continue to innovate. Each... as well... by... items... get more... Martindell... looking to... lake with... sitting... comes with a... Line travel...  
alagear.com  
**Mountain Hydro Trek**  
round shape... reservoir is... at the top of... ing the load... facilitating easy... in... g packs. This... gnod with... handle and... ep the stow-... quick and... a push-button... grated hose... t, and base-... a deluxe... up. | \$45... om... g 2021... om



**4. Jack Wolfskin W/P Shell**  
This 100% recycled, light-weight, waterproof, breath-able, and soft-lined jacket offers an understated, classic look at a relatively low price point. | \$130  
us.jackwolfskin.com  
Available: Now  
Contact: erin.breeze@jackwolfskin.us

**5. Nocs Provisions Standard Issue Sx25 Binoculars**  
This compact binocular is nitrogen injected and sealed to prevent internal fogging with fully multicoated optics. Authentic Bak-4 prisms provide ultracrisp views any time of day and are IPx7 waterproof. It can serve as the equivalent of a 400mm lens when held up to a smartphone camera. | \$89  
nocsprovisions.com  
Available: Now  
Contact: cmac@nocsprovisions.com

**6. Purisoo Portable Water Purifier Bottle**  
The replaceable activated-carbon-fiber and ultramembrane filter in this bottle removes 99.9% of bacteria, protozoa, and sediments, and can last for 250 liters, depending on the condition of the water filtered. The easy-to-grip pump handle can fill its 400ml internal reservoir after 30 to 40 pumps in less than one minute. | \$72  
purisoo.com

Available: Now  
Contact: purisooinfo@gmail.com  
**7. Ben's Tick Repellent 3.4oz Pump Spray**  
This field-tested bug spray is specifically designed to repel ticks, including deer ticks, that may carry Lyme disease, Rocky Mountain spotted fever, and other tick-borne diseases. Featuring a family-friendly formula, this tick spray is tough on bugs without being tough on skin and is safe for kids. | \$7  
bens30.com  
Available: August 2020  
Contact: sales@tendercorp.com

**8. Columbia River Knife & Tool (CRKT) Jenny Wren Compact Hatchet**  
A tactically inspired compact hatchet built for the outdoors, the CRKT Jenny Wren is designed to deliver incredible cutting utility. The black-coated 5K5 carbon steel head includes multiple sharp edges, including the primary cutting head, the top line of the head, the bottom of the beard, and its telltale spike. A tough glass-reinforced nylon handle offers exceptional grip even when wet, while a durable sheath is MOLLE compatible and easily attaches to packs and/or car rack systems. | \$135  
crkt.com  
Available: Now  
Contact: bgerard@crkt.com



# 世界中の報道機関のピューリー水紹介記事



<https://bouncy.news/11858>

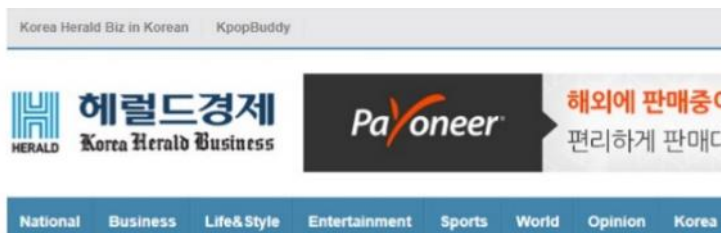


## 買える?

「Purisoo」はクラウドファンディングサイト Kickstarterでキャンペーンを実施しており、Early Birdプランでは69ドル(約7,200円)の出資で「Purisoo」1台を入手可能だ。国際発送にも対応しており、日本への発送料は15ドル(約1,600円)となっている。



<http://heraldk.com/en/2018/01/16/purisoo-is-not-just-your-everyday-tumbler/>  
<https://heraldk.com/en/2017/12/22/purisoo-a-reusable-water-bottle-that-is-environmental-friendly/>



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## Purisoo – a reusable water bottle that is environmental friendly

It's easy for people nowadays to forget about certain luxuries offered by some of the earth's resources. For instance, water is such a vital part of maintaining our health and hydration levels, yet we forget to drink the recommended daily amount. This could be due to the fact that many of us have substituted water with sugary or caffeinated drinks. Fortunately, a company called U2 System has released a product that not only makes us more inclined to make water part of our daily nutrition plan but it also promotes drinking clean, purified water to enhance our overall bodily functions.

U2 System is an all-around UX consulting firm that provides a vast range of services that centers around user-friendly design development and UX research. Their current team consists of professionals in HCI, ergonomics, ICT, design and management.

The product of interest is called Purisoo and it is a portable water purifier. It can also act as a tumbler to carry water around conveniently for the user to drink from at any time. There is a pump within the tumbler that purifies supposed "unclean" water from rivers and creeks. Purisoo is mainly advertised as the perfect product to use in the outdoors, but it can also be used in the comfort of one's home or office. People can retrieve water from sinks and purify it, making it safe to drink casually. The tumbler is also a good size to store enough water and take it on-the-go without any complication. The best part of the Purisoo is that U2 System plans to make this product accessible to those with poor living conditions, including third-world countries and the like.



## 'Purisoo' is not just your everyday tumbler

Water is a natural resource that is easily taken for granted. It is a vital source of life and helps us function throughout our daily lives by keeping us energetic and hydrated. Not having enough water can leave us ill, tired and lethargic. People are increasingly carrying around plastic water bottles and disposing them without proper care; this can be avoided if they can just have accessible water everywhere they go, but that itself can be difficult. However, U2 System, a South Korean company, has revolutionized the generic portable water tumbler through their newest product of interest.

'Purisoo' is more than just a tumbler; it also acts as a portable water purifier. The user can use it to store water conveniently to drink from at any given time. The pump inside the tumbler purifies water from any source, whether it's from a sink, a river, or an outdoor water fountain. It's easy for people to be skeptical about water from different sources due to water pollution, now they can feel comfortable and secure in drinking water from almost anywhere and carrying around that purified water in a sleek tumbler.



U2 System aims to release this product in communities with poor living conditions, including third world countries. This revolutionizes the idea of products being both convenient and environmentally friendly. U2 System has always been designing products that not only benefit a certain demographic, but all over the world; their main focus has always been combining smart future technology with eco-friendly values. Again, with people constantly going out of their way to buy disposable plastic water bottles, U2 System has made it a mission to create a product that can reduce plastic waste and promote the idea of reusing resources.

- ▲ U2 System, Inc.
- ▲ Brand Name: Purisoo
- ▲ CEO: Sun Byun Chul
- ▲ www.u2system.co.kr
- ▲ E-mail: chul000@u2system.co
- ▲ T: +82-2-561-1000

Yoon Kim  
K Herald Korea  
Bus Angeles Times Advertising Supplement

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# 世界中の報道機関のピューリー水紹介記事

U.S.A



## GadgetFlow Innovation Award

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### Purisoo Portable Water Purifier Bottle

BY JANTRA | EDITOR'S RATING: ★★★★★

Have access to clean water anywhere your adventures take you with the Purisoo Portable Water Purifier Bottle. Featuring a revolutionary design, simply place the bottle into the water source and pull the handle to instantly fill inside the bottle through the filters. The combination of a microfiltration membrane, activated carbon, and a fabric filter work together to

Show More



<https://thegadgetflow.com/portfolio/water-purifier-bottle/>

Korea



<http://www.greenpostkorea.co.kr/news/articleView.html?idxno=97554>

## 환경경제신문 그린포스트코리아

환경 에너지 산업 경제 시사 오피니언 SNS핫뉴스

HOME > 환경

### 물 부족 국가 돕는 '친환경' 아이디어와 기술

황인술 기자 | 승인 2018.10.29 16:18

휴대용 정수 물병 유루시스템 '퓨리수' 눈길



(유루시스템 제공)

[그린포스트코리아 황인술 기자] 모든 생명체에게 물은 목숨과도 같다. 생존에 있어 수분 섭취는 선택이 아니라 필수다.

물은 지구상에서 가장 흔한 천연자원으로 알려져 있지만 아이러니하게도 세계의 많은 국가가 '물 부족'으로 인해 고통받고 있다. 지구의 물 부존량 자체는 많지만 마실 수 있는 깨끗한 물은 점차 줄어들고 있기 때문이다.



퓨리수를 활용하여 깨끗함을 얻을 수 있는 모습. (유루시스템 제공)



정수 후에는 맑은 물이 흘러나온다. (유루시스템 제공)



퓨리수 내부 구조. 필터와 펌프 등으로 이뤄져 있다. (유루시스템 제공)



<https://www.etnews.com/20181015000342>



## 유투시스템 '퓨리수' 2018 레드닷 디자인 컨셉상 수상

발행일 : 2018.10.15



"왜 초기 RPA 과제 절반이 실패할까?"-RPA 과제발굴 및 설계 워크숍 (4/22, 잠실역)

종합 디자인 컨설팅 기업 유투시스템(대표 최재현)의 대표 제품 퓨리수(Puriso)가 '2018 레드닷 디자인 컨셉 어워드'를 수상했다.

지난달 28일, 마리나 베이 샌즈 잔디광장에서 2018 싱가포르 레드닷 디자인 콘셉트 어워드 (Singapore Red Dot Design Concept Award 2018)가 열렸다. 이날 휴대용 정수 물병 퓨리수 (Puriso)는 여행(Travel) 부문에 Winner로 선정됐다.

지난 1955년부터 시작된 레드닷 디자인 어워드는 iF 디자인상과 IDEA 디자인상과 함께 세계 3대 디자인상으로 꼽힌다. 독일 노르트하임 베스트팔렌 디자인센터가 주관하며 매년 콘셉트, 제품, 커뮤니케이션 등 3개 부문을 시상한다. 디자인을 포함 혁신성과 기능적인 부분을 종합적으로 평가하는 독립성과 공정성을 지향한다.



<https://funtenna.funshop.co.kr/article/10691>



HOME

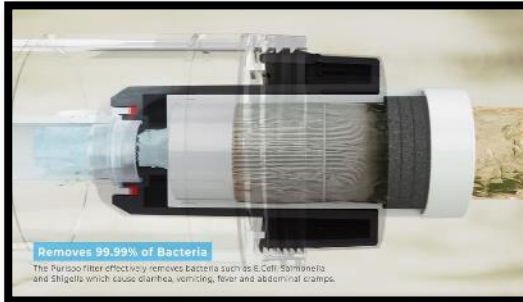
## 정수 기능이 포함된 텀블러

인간 생존에는 물이 필수적이다. 그렇기에 우리는 야외활동 전 물을 챙기기도 하며, 안전이 검증되지 않은 물을 마셔야 하는 경우를 위한 LifeStraw나, 정수텀블러와 같은 아이템들도 있다. 이번에 소개하는 Puriso는 전작들보다 조금 더 편하게 정수된 물을 얻을 수 있는 텀블러다.





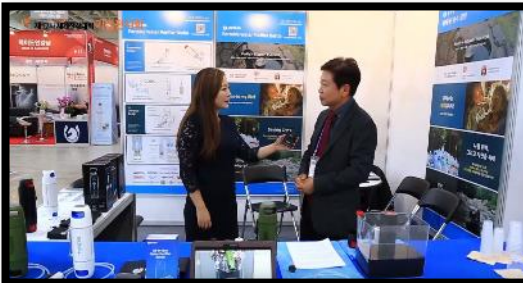
## フューリーの数 - 映像資料



### Video #1

ピューリー水動作原理3D +イカ墨整数テスト映像

<https://youtu.be/aSeJGm7XyH8>



### Video #2

第17回世界韓商大会 - フューリー水現場レポート映像

<https://youtu.be/FagdyEqk64Y>



### Video #3

タイのチェンマイでピューリー水フィールドテスト

<https://youtu.be/LPP7eLrNoHY>



### Video #1

ユーチューバー「ベンジーアウトドア」

#キャンプ#キャンプ機器#ベクペキン今年の夏のキャンプやベクペキン行く時に必要なキャンプ用品をお勧め！

携帯用浄水器ピュリことレビュー | 災害状況必須システム

<https://youtu.be/SK4VAhL4VQQ>



### Video #2

ユーチューバー「ベンライフコリア水郷」 (13'00"~)

#チャバクキャンプ#露地キャンプ#バンライフ  
シークレットスポット露地キャンプ | 野菜たっぷり味付けカルビ | 水自給自足 | 私は露地が好き

<https://youtu.be/3mtttDeU7Ss>





### Instagram #1

マレーシアの有名インフルエンサー 'Sunshine Kelly'

[https://www.instagram.com/tv/CIXNTNtDCIG/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CIXNTNtDCIG/?utm_source=ig_web_copy_link)



### Instagram #2

オーストラリアの有名セレブ 'Locklan Gilbert'

<https://www.instagram.com/p/CKR8wg8jnQe/>



## U2 System, Inc. / Purisoo

A. ソウル市江南区奉恩寺で30道42 3階

H. [www.u2system.co.kr](http://www.u2system.co.kr) / [www.purisoo.com](http://www.purisoo.com)

E. [purisooinfo@gmail.com](mailto:purisooinfo@gmail.com)

日本連絡事務所

濱田商事

京都府京都市伏見区深草柴田屋敷町73

伽羅コート伏見108

〒612-8432

Tel:075-643-8706 Fax:075-643-8706

E-Mail: [hmdshoji@gmail.com](mailto:hmdshoji@gmail.com)

<https://hmdshojikyoto.wordpress.com/>

A black and white photograph of a person sitting on a rock in a stream, using a Purisoo water filter. The person's hands are visible, holding the filter and a cup. The filter is a cylindrical device with a handle and a spout. The background shows the water of the stream and some rocks. The overall tone is serene and outdoorsy.

ありがとうございます。

**Website** [www.purisoo.com](http://www.purisoo.com)

**Instagram** [@purisoo\\_korea](https://www.instagram.com/purisoo_korea)

[@purisoo\\_global](https://www.instagram.com/purisoo_global)

**Facebook** <https://bit.ly/2HAgUR7>

**Blog** <https://blog.naver.com/u2-purisoo>