



We care about every drop that goes into every glass of pure water.



**PURICOM**<sup>®</sup>

Since 1989...

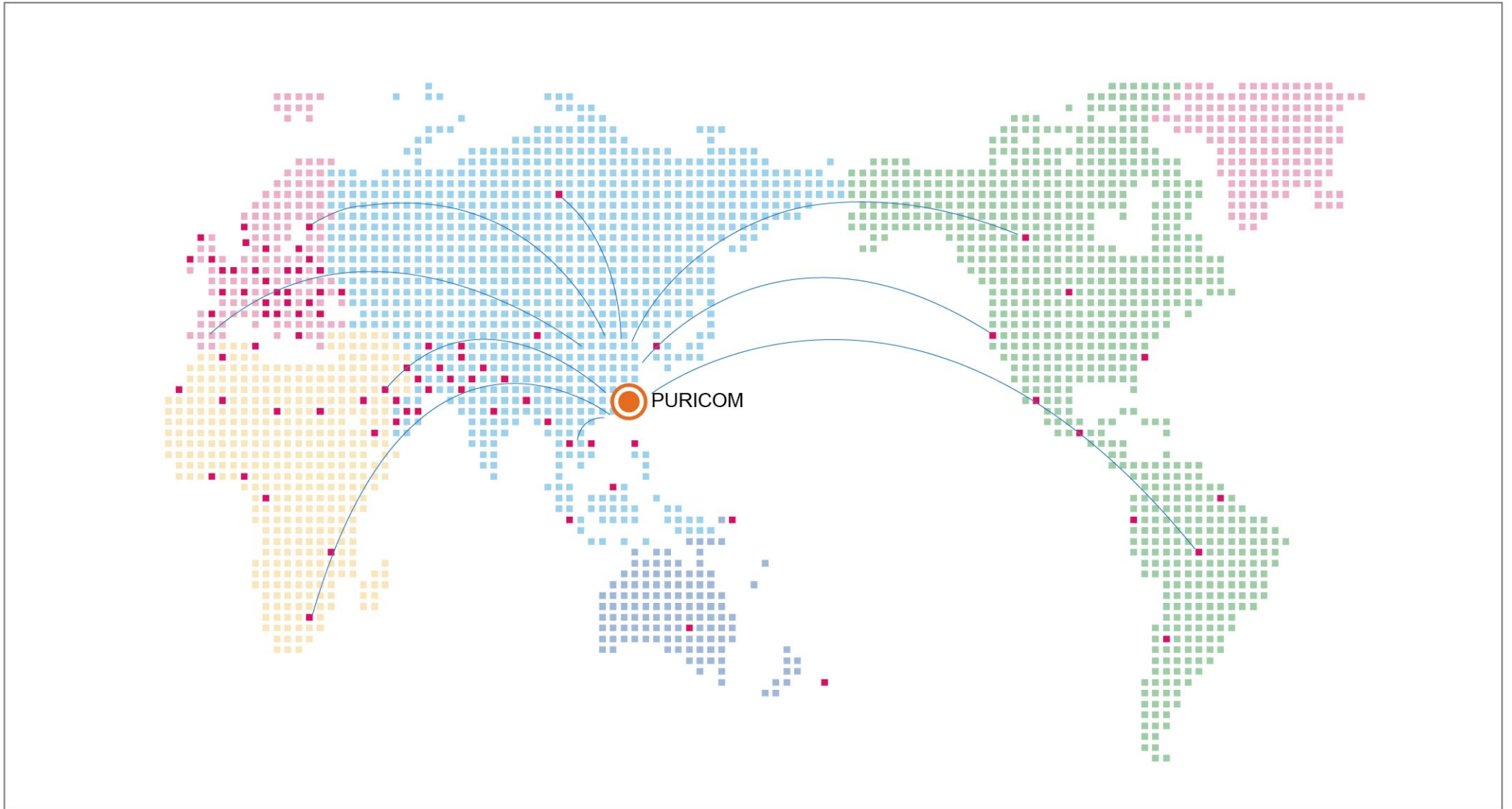
 **Puricom**<sup>®</sup>

Since 2006...

 **Puricom**<sup>®</sup>

Since 2016...

**PURICOM** was established in 1989, and our brand has been well promoted worldwide.



**PURICOM** products are sold in over 70 countries, which makes PURICOM a very well-known water treatment company around the world.



**PURICOM** 's headquarter is located in Wurih, Taichung, Taiwan.





New plant is located in Dapumei Precision Machinery Park, Chiayi, Taiwan.

Plan to enable in August, 2016.

**Square Footage: 44,452 m<sup>2</sup>**



Injection factory in Wurih, Taichung, Taiwan.

 **Puricom**<sup>®</sup>

**PURICOM's** branch office

"Puricom Europe" & its warehouse has been established in Barcelona, Spain since 2006.





 **Puricom**<sup>®</sup>

**PURICOM** strives for product innovation and quality control.  
Over 40 patents and certifications have been obtained.

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Certificates and Reputations

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*Member,  
Water Quality  
Association*

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High Quality Components

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**FILMTEC** Membranes



CALGON CARBON CORPORATION

**JG John Guest**



**PURICOM** guarantees reliable products by owning international certificate. And uses well known, brand name components to insure the best in quality.





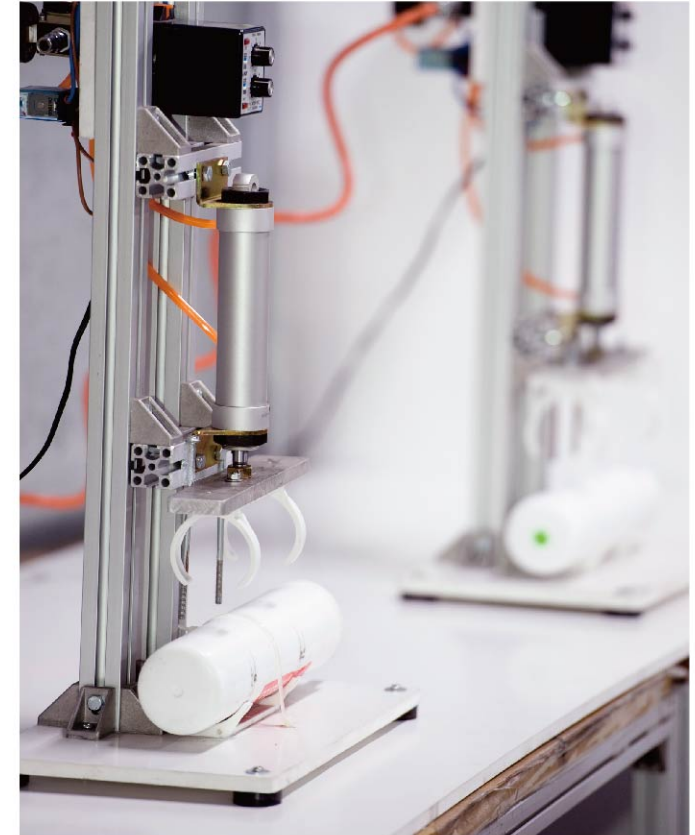
## Quality First

We are a **Member of WQA.**

Our manufacturing and QC is overseen by a qualified **WQA Certified Water Specialist.**

Our products are regularly inspected in our water quality lab.





## QC & Reliability Test Center

Puricom has always been keen to invest in quality assurance. These quality control procedures have been instrumental in giving Puricom products a reputation for quality and dependability throughout the world.

Quality control is an ongoing process. At Puricom's own Reliability Test Center, products' performances are challenged to meet various standards.

 **Puricom**<sup>®</sup>



**Matthew Barta**

WQA Certified  
Master Water Specialist



**PURICOM** is proud to support this initiative as the only manufacturer in China or Taiwan with a “WQA - Certified Master Water Specialist” on staff.



==== **Certificate of 2015 D&B TOP 1000 SMEs Elite Award** ====

## **PURICOM WATER INDUSTRIAL CORPORATION**

This certificate is hereby issued to the above named SME in recognition of your outstanding performance in the 2015 D&B SMEs Elite Competition for which you were awarded TOP 1000 honors through a data appraisal of D&B global database.



**Dun & Bradstreet International Ltd., Taiwan Branch**

General Manager

A handwritten signature in black ink, appearing to be 'M. S.', written over a horizontal line.



**PURICOM** is proud to gain the Certificate of 2015 Dun & Brandstreet TOP 1000 SMEs Elite Award.



 **Puricom**<sup>®</sup>

**PURICOM** was the first manufacturer to put RO systems in an elegant protective casing.



**PURICOM**'s purifiers combine esthetics and techniques, even in kitchen, they look elegant and graceful.



CME-R3



CMB-R3



ZIP



CIJ-DM



PURICOM's RO purifiers; CME, CMB, ZIP and CIJ; won the Taiwan Excellence Awards in 2011, 2012 and 2014.



**Puricom®**

**AQUATECH AMSTERDAM** SEP, 2008

Puricom's products and image design are always the spotlight in the international trade show.

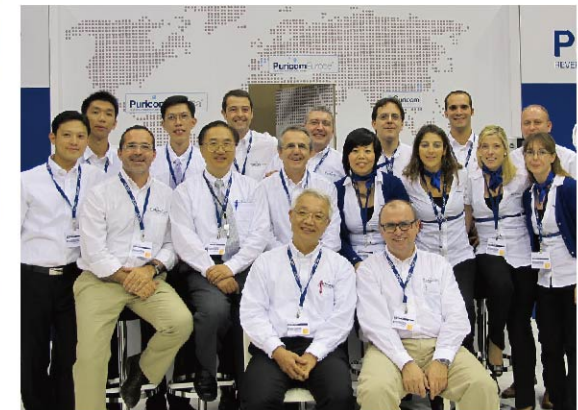




**WETEX**

In Dubai  
MAR, 2010

Puricom was invited by Taiwan Drinking Water Equipment Association for designing the Taiwanese pavilion in WETEX 2010.



 **Puricom®**

**AQUATECH  
AMSTERDAM**  
NOV, 2011

**Puricom®**



# AQUATECH AMSTERDAM

NOV, 2013

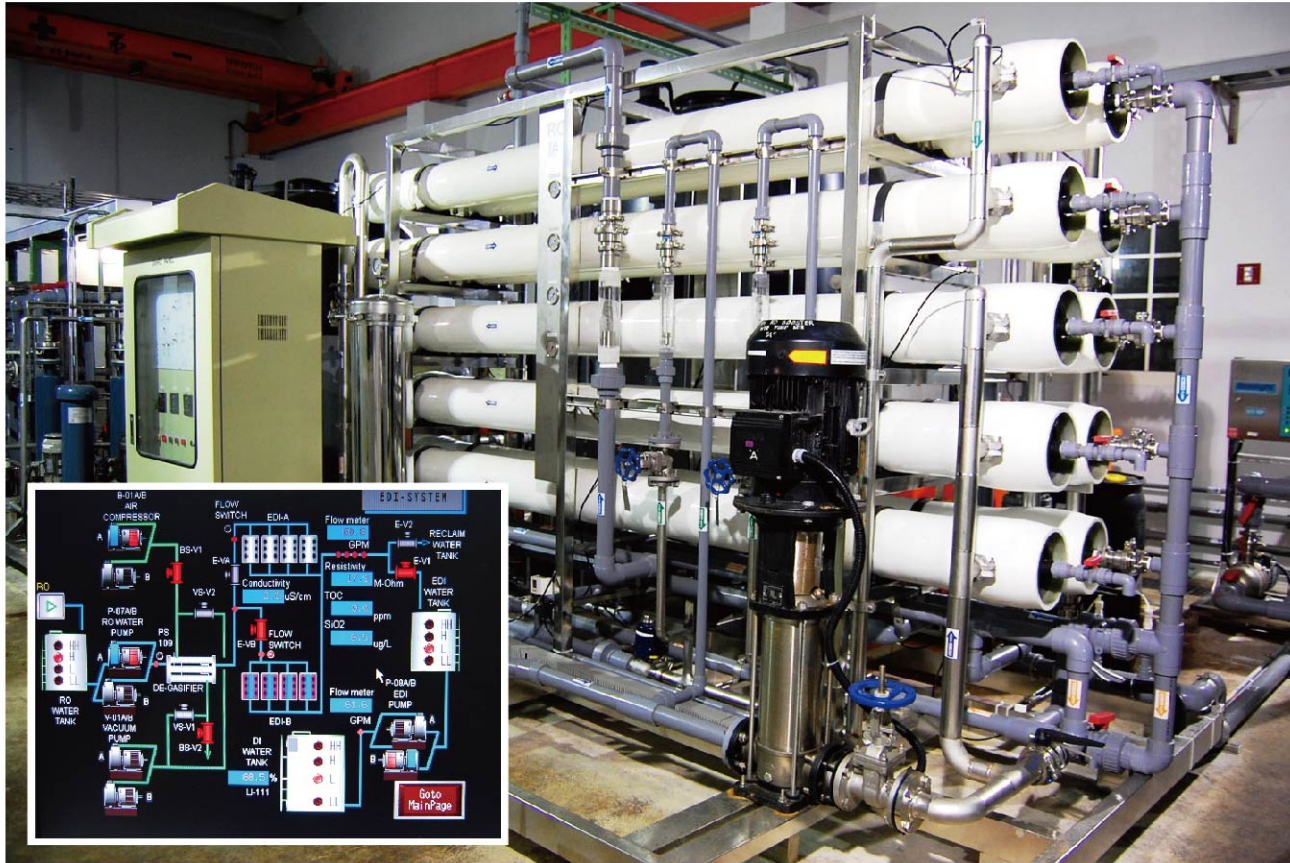




 **Puricom®**

**AQUATECH  
AMSTERDAM**

NOV, 2015



**Puricom®**

**Puricom's Experiences**  
 Guam Power Authority Water  
 Treatment Facility RO+EDI



**Water Treatment Facility For The Venetian Macau Resort Hotel**



**Car Washing Water Treatment Facility For LEXUS**



**Puricom's Experiences**



**PURICOM** was interviewed by CNBC, USA during Wetex in Dubai in March, 2006.



PURICOM's brand experience was reported by Taiwan TV, CTI and USTV.





Executive Insight

## How Do You Help Everyone?

For 12 years, Morgan Yang worked as an engineer. During that time, he traveled to more than 50 countries. Wanting to start his own business, he began to wonder whether there was something that would be of value to everyone, everywhere.

### PURICOM

"What is the one thing that everyone in all these countries needs the most? What could I provide that would help others?" There seemed only one, obvious answer: water. In 1989, relying on the skills he'd acquired as a working engineer, Yang entered the water treatment industry and opened Puricom.

The company began as a local resource for residential water treatment. After establishing a solid domestic base, Yang expanded into the international market. To meet the challenges of a widening range of requirements, he began developing innovative products to meet the demands of the marketplace. "I made a conscious decision at the outset that quality and dependability would be our top priority," he recalls. Today, Puricom Water Industrial Corporation is a worldwide manufacturer with a very strong R&D department, ready to design innovative reverse osmosis (RO) filtration systems to suit any need, with a product line that ranges from household units to industrial systems.

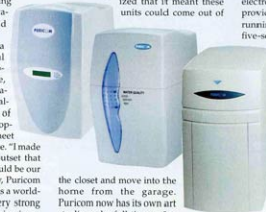


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Taiwan  
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Fax: 886-4-2335-9967  
Website: www.puricom.com.tw  
Email: puricom@ms24.hinet.net  
Employees: 100  
Dealers: Worldwide

By Karen R. Smith

#### A touch of class

Puricom was the first manufacturer to put RO systems in an elegant protective casing. A graceful touch of class to give the healthful qualities of an RO system the elegance it deserves, Yang realized that it meant these units could come out of



the closet and move into the home from the garage. Puricom now has its own art studio and a full-time artist, working in conjunction with R&D to develop appealing, artistic products. A visit to Spain gave Puricom's artist the chance to see Antoni Gaudi's architectural work.

Returning to Taiwan inspired, he designed the Belle line of cabinets, which incorporate a design that uses no straight lines.

#### Direct flow

In 2001, Puricom was challenged to design the most compact RO possible. This was born their Direct Flow Tankless RO System. Using a high-pressure booster pump, three standard 12-inch size RO elements, (plus prefilter) and an electronic auto-flushing system, the unit provides a 1.7 liter per minute flow while running at a 60 percent recovery rate. A five-second flush at the end of each use allows this very economical recovery rate and at the same time, greatly minimizes TDS creep, which prolongs the life of the RO membrane.

The unit can be programmed from a PC upon installation, enabling it to adjust to local water conditions, notify the user of filter change times, water quality and even displays the name and phone number of the dealer to call for service. The whole unit is about the size of a thick briefcase stood on end. This system is now available in a variety of models and options.

#### Continued innovations

Yang was delighted to introduce

# 國際商情

International Trade  
www.trademag.org.tw  
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產業觀察 p.62  
烘焙香四溢 全球滿商機

人物特寫 p.140  
純淨水護健康 塑品牌賺心安  
普家康興業董事長 楊鐘祥

創意設計 p.134  
倫敦奧運 創意搶先看

## 大陸連鎖商機全攻

85度C、歐迪芬、東方金子塔、曼都

台商如何掌握「通路為王」的趨勢  
在中國大陸抓穩內需商機？  
又如何在家、食、住、行、育、樂等領域  
賣出連鎖加盟的一片天？

## 純淨水護健康 塑品牌賺心安

專訪 普家康興業董事長 楊鐘祥

文 編輯 羅平 圖 陳滿芳、普家康提供

空氣、陽光、水是延續生命不可或缺的要素，其中對於水的品質要求，隨著工業化發展及環境污染的惡化，現代人是越來越注重了。

世界各地的水質不同，若以懸浮固體物濃度 (Total Dissolved Solids, TDS值) 檢測水中雜質含量，台北的自來水TDS值約50-100ppm，中間約100-300ppm上下，而國外如中東境內多數地區TDS值高達1000-2000ppm，水是帶有鹹味的，因此淨水器已成為生活必需品，台灣則因北中南各地需求不同，淨水器裝設普及率約在60%。

**工具機轉淨水 自詡做對行業**

位於台中烏日的普家康興業股份有限公司是臺灣精品獎及金點設計獎等獎項的國內淨水器領導者，21年前創辦人董事長楊鐘祥從進口美國的RO逆滲透淨水器來台兜售，一路走來已成功研發多款淨水器設備，擴廠生產，行銷全球70多個，不但企業茁壯成長，更承擔社會責任，長期資助地方慈善團體，回饋社會，楊鐘祥敦厚良善的行事風格從上而下蔚為企業內部的文化，同時形塑出Puricom的品牌精神。

逆滲透淨水器原本是美國NASA在1960年代為太空人飛航需求研發的產品，而後轉為民用。1989年，原本從事工具機產業的楊鐘祥在當時，眼見技術專利束縛了工具機業者發展，故轉行投入摸索了半輩子的RO逆滲透淨水設備，毅然放下半期隨著外資協會與工具機業者全世界開疆闢土的老本行，投入當時非常冷門的淨水設備業。

楊鐘祥形容當時的轉業真如一塊跳注，所幸深厚的工具機機械技術底子派上用場，應用在淨水器的各項零件開發及外觀設計製造上，頓時克服各種挑戰，更將淨水器由傳統線路狀況組合變身為外觀時尚的斷路精品，融合「簡約」與「生活機能」，使淨水器不只有提升健康的功能，也成為生活美學的一部

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PURICOM's brand experience was reported in USA WCP international and Taiwan international trade magazine.



# Puricom淨水器 獲台灣精品獎



●普家康淨水器獲得第19屆台灣精品獎。圖/業者提供

開發全世界第一台「All in one」RO逆滲透淨水器。

### ■黃俊榮

普家康淨水器，以自有品牌Puricom行銷全球，跳脫舊傳統生硬的飲水機型態，開發全世界第一台「All in one」RO逆滲透淨水器。20年來以獨特的Puricom Style設計風格行銷全球70餘國，深受歐洲、亞洲、非洲、美國與中東各國喜愛。其自有品牌Puricom旗下CME-K3更獲得第19屆台灣精品

獎，為因應全球客戶的不同需求，進行企業組織流程變革，拓展全球市場營運佈局。

普家康董事長楊維祥表示，Puricom雖然在台灣知名度有限，但在全球市場深耕近20年，其產品設計與品質保證受到全球客戶與品牌大廠的信任與肯定。由於設計團隊希望能在自己的國家呈現Puricom Style給台灣的人民，所以參加19屆台灣精品獎，這是第一次參加，僅以一款CME-K3代表參選，即脫穎而出獲獎，讓公司團隊士氣相當振奮，透過這次精品獎的參選，更能檢視公

司內部管理優勢與待改進之處在那裡，更加強化企業競爭體質。未來如果有機會，普家康仍會持續支持並參加台灣精品獎，利用國外參展與國外客戶來台訪問的機會，進行國民外交，介紹台灣精品獎給世界各國認識。

普家康總公司坐落於台中市烏日區，歐洲總部位於西班牙巴塞隆納，對普家康而言「品質」不再是強調競爭力的關鍵，品質只是進入一流國際市場競爭的參賽門票，普家康成功的關鍵在於「突破式」的創新思維，結合台灣與歐洲團隊

，融合各國文化與環境因素，依各國水質環境的不同，從「商品概念發想、生產到客戶使用後的滿意調查」，提供系統化的整合性服務(Total Solution)，其模式就像人體神經系統，雖然部份同業可以模仿普家康的外型，卻難以理解背後深層的經營理念，普家康認為「創新永遠可能被模仿與追隨，卻很難被超越」；而這也是普家康保持競爭力的營運策略。



●台北凱撒大飯店莓

「戀珍心」情人晚餐，戀愛代言的酸甜草莓與頂級創意料理，碰撞出亮麗迷情般的情愛星光，點亮兩人的希望與未來新視界。

台北凱撒化身愛神，搭築兩人永恆之心虹橋，攜手牽伴，徜徉美好幸福夜，2吻咖啡館於2月11日至3月15日推出「奪目傳情」雙人套餐，珍愛晚間西式自助餐每人650元起，以草莓為主題，融合濃醇巧克力之豐富創意西式甜點，此外加贈每人草莓冰酒一杯，無任期待。

## A12 商情資訊



# 普家康ZIP淨水器 精品獎肯定

以創新設計力與品質保證力深得客戶信任，並向全球合作夥伴介紹台灣精品獎，進行國民外交

### ■黃俊榮

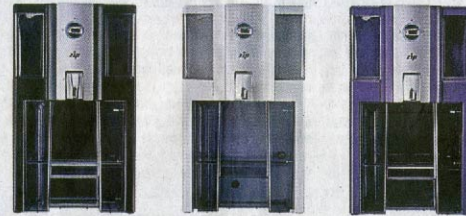
普家康淨水器，20多年來以獨特的Puricom Style設計風格行銷全球70餘國，深受歐洲、亞洲、非洲、美國與中東各國喜愛。繼2011年CME-K3三效淨水機獲得第18屆台灣精品獎後，旗下ZIP(Zero Installation Purifier)免安裝移動式淨水器與CME-K3智慧型淨水器再次獲料獲得2012年台灣精品獎。

普家康董事長楊維祥表示，許多人不知道，家庭用淨水器的研發與生產能力，台灣在全世界的白色聖地。20年前，當家用淨水器還不盛行時，普家康即進入全球市場的深時，其「創新設計力」與「品質保證力」並受到全球客戶長期價值的肯定與認可。連續19、20兩屆獲得台灣精品獎的肯定，能藉此持續協助公司競爭

優勢與待改進之處，強化普家康面對全球競爭體質。普家康也利用國外參展與國外客戶來台訪問的機會，向全世界合作夥伴介紹台灣精品獎，進行國民外交。

RO水處理是種少數可以過濾多種雜質的淨水器，此次獲得第20屆台灣精品獎之ZIP機，其全球首創之免安裝移動式與水源回收之創新設計，在去年日本客戶來訪普家康時，尋求家庭用水解決之道，其ZIP創新設計獲得許多日本客戶的熱烈回響，創獲另一成功的國民外交與台灣之光。

Puricom總部位於台中市烏日區，歐洲總部位於西班牙巴塞隆納，今年更將成立「南美洲市場總部」，對普家康而言，品質只是進入一流國際市場競爭的參賽門票，普家康成功的關鍵在於「突破式」的創新思維，結合台灣、歐洲、美國、印度與中東等當地普家康團隊，以當地國家文化、環境



●普家康ZIP免安裝淨水器。

圖/業者提供

因素為基礎，融合各國水質環境的差異，從「商品概念發想、生產到客戶使用後的滿意調查」，提供系統化的整合性服務。普家康好比人體神經系統，雖然部份同業可以模仿普家康

的外型，卻難以理解背後深層的經營理念，普家康認為「創新會被模仿與追隨，卻很難被超越」；而這也是普家康保持競爭力的營運策略。

## 伊萊克斯吸塵器 新登場

### ■程毓明

來自瑞典的家電品牌伊萊克斯Electrolux，目前搶先曝光今年早春新作，推出全新系列「dust & gone」系列。以吸塵器為主題，以吸塵器內建專利靜電濾網設計搶攻台灣市場。建議售價14,900元。同時，因應今年龍年生子壽星生機飲食熱潮，伊萊克斯特別推出Cosima手持式攪拌棒，售價1,790元。ESX4600售價2,990元，指增附贈之各式配件，增加使用效率。

Cosima手持式攪拌棒，以高強馬達2500轉每分鐘均質碎食物，十分適合製作實質的營養食品。兩層式攪拌設計，可隨時調整适合自己使用的步驟。例如「延長的字質」設計是每天使用的消費者。人體工學握把設計，沉穩好握且便利，使用起來更加輕鬆且便利。ESX4600售價1,790元。ESX4600售價2,990元，指增附贈之各式配件，增加使用效率。



Taiwan's newspaper reported PURICOM won the Taiwan Excellence Awards.



Although its resources and revenue may not be as abundant as large enterprises, from its first year of operation, over 20 years ago, until today, Puricom has designated a percentage of its total annual turnover (regardless of profit) to support community development programs. A commitment to community feedback has never stopped.



Corporate Social Responsibility



PURICOM's "Full Employee Volunteer " program won First prize for the "Group Social Responsibility Award" for "Social Care and Community Participation" in 2012.



**We harbor in the gratitude and strive for every family all over the world.  
That is what Puricom stands for.**