



# SHOWERPLUS

## COMPANY INTRODUCTION



# 1. ABOUT US

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01. Company Overview

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# 01. Company Overview

**Name**

SHOWERPLUS Co.,Ltd.

**CEO**

Gyeseon Oh

**The date of foundation**

Feb, 2004

**Main Business**

Filter Showerhead/ Purifier's filter manufacturing

**Main Brand**

Aquaduo

**Number of employees**

41

**Address**

58-15, Yangjin-ro 926beon-gil, Jinjeop-eup, Namyangju-si,  
Gyeonggi-do, Republic of Korea

**Website**

[www.showerplus.co.kr](http://www.showerplus.co.kr)

## 02. Company Introduction



**We spent our time for research and development for 15years,  
– SHOWERPLUS is taking a leap and opening a new future**

**‘Professional and unique technical skills about the water’**

SHOWERPLUS is the filter shower specialized manufacturer who firstly developed a shower purifying filter system in the world (Patent No. 788052).

Since it's establishment in 2004, we have focused on the essence of cleaning up the water, research and technology development. Based on our professional and unique technology about water, our product has a great response not just only domestic market but also overseas market and we're steadily growing up in the market

**‘Practical management based on faith’**

With our experienced technology and know-how over 15 years, we launch our new product which is with a great quality and new design. From the product development stage to mass production, all process is done at our own lab and factory and all employees make good products that they can trust and All employees are taking a responsibility that clean water and keep people's health and happiness and make a great product that you can trust and use.

Also, for our customer's satisfaction, we establish quality system for high quality including ISO9001/14001 system, KC sanitary safety certification, with SK m&service, the World atopy association. SHOWERPLUS is the original company manufacturing of filter shower head and will grow into a prize company in society with our belief & price that will lead the market change.



## 03. History

**2020**

- 02** Launched Pet's shower head and Petplus/Livinglight, developed LED showerhead
- 03** Changed Logo of AQUADUO and SHOWERPLUS
- 04** Launched Aqua Duo's online shopping mall
- 06** Headquarter expansion of SHOWERPLUS Co.,Ltd.  
Established 2<sup>nd</sup> factory
- 08** Established 3<sup>rd</sup> factory

**2019**

- 03** Launched at Emart (Shinsegae)
- 04** Launched at Homeplus
- 06** Launched at Lottemart & Bigmarket

**2017**

- 01** ISO 9001 Certification acquired (global quality management certification),  
ISO 14001 Certification acquired (global environment management certification)
- 08** KC Sanitary Safety Certification registered (for kitchen&wash stand shower head)
- 11** [KINBA] 2017 international kitchen\* bathroom show (KINTEX)

**2016**

- 11** Registered and launched a brand 「AQUADUO」

**2015**

- 06** Headquarter relocation (current location)
- 09** Corporate conversion SHOWERPLUS Co.,Ltd.



## 03. History

**2014**

- 03** Developed Purifying shower head SF-1000 series for kitchen use
- 06** Developed shower head for baby use [Babies]
- 12** Big discount chain[LOTTE Mart] entered – OEM trademark 「Niceday」 launched

**2013**

- 05** [SHOWERPLUS+] registered trademark no.40-0966896
- 10** Established Korean \* China joint company(Guangzhou City, Guangdong, China),  
Company name : SURWEN&SHOWERPLUS Co., Ltd.

**2010**

- 10** Developed SF-300A Filter shower head

**2007**

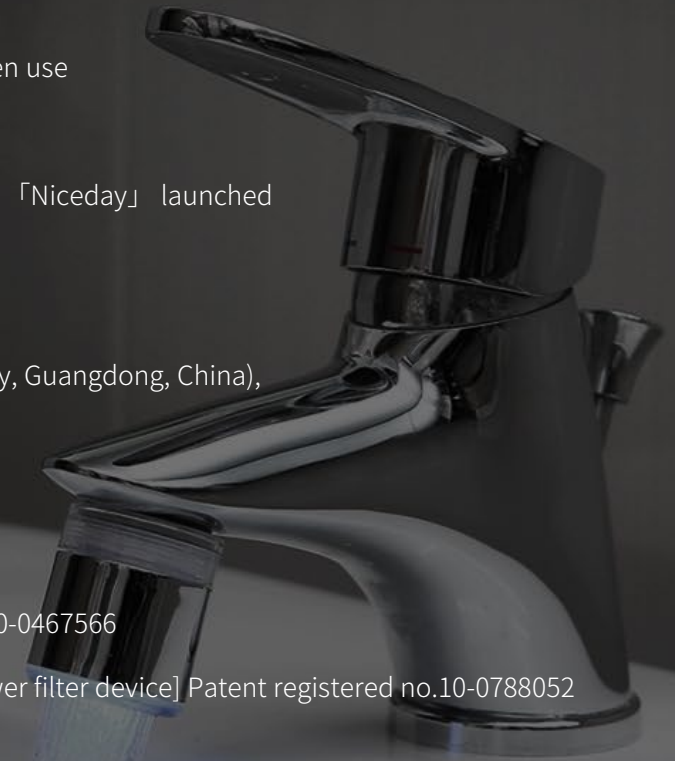
- 10** [Shower filter for purifying water] Design registration no.30-0467566
- 12** The nation's self-installation replacement structure [Shower filter device] Patent registered no.10-0788052

**2006**

- 05** Developed purifying filter for shower

**2004**

- 02** Established SHINIL INTERNATIONAL. Co. Ltd
- 03** Mechanical(water pressure) bidet development & production, NiceWell Bidet (Model : NB-300)
- 07** Lotte home-shopping NiceWell bidet broadcast launching, Brand name : Misoro Bidet



## 04. CI Concept



**Plus our joys for shower+, Plus our happiness of kitchen+, Plus our cleanliness of life+**

We found our philosophy 'The solution for healthy and happy life' from "The Water" which is a basic for human Motive of each piece of 6 pinwheels presents health/happiness/healing/sympathy/innovation/love for our customer.

Our rounded logo which feels and soft symbolizes our company's image which is human-centered and emotional.

The symbol of the unique visual structure with existing 6 elements harmoniously reflects SHOWERPLUS's corporate philosophy to move forward the change at all times.

# 05. Organization chart





## 2. OUR BUSINESS

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01. Certifications

02. Development Area

03. Clients

04. Development Case

05. Exhibition

06. Media Reports

# 01. Certification

KC sanitary safety standards, ISO certification, international NSF certification and etc  
We are recognized with our technical skills through domestic & international certifications



## 02. Development Area

Based on our strict quality control standards, we produce our product that can provide clean water in all areas, from our homes to industrial sites



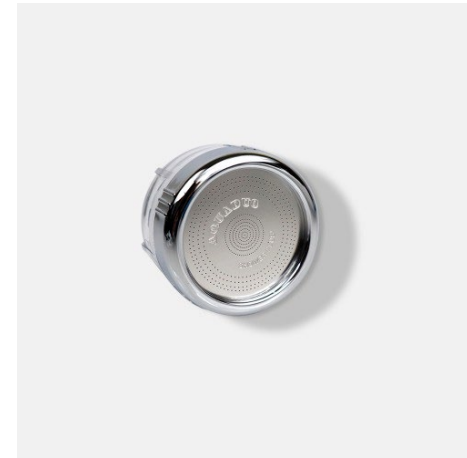
### Filter shower head

It's Korea's representative filter shower head having functions such as removal of rust and residual chlorine, water-saving effect, fine spraying, natural anion and having a good sense of design to fulfill customer's needs



### Filter head for kitchen

Filter head for kitchen that can wash dishes goes directly into your family's mouth with clean water



### Filter head for washstand

Filter head for bathroom sink, The water we brush our teeth and wash our face every day, First step for our healthy skin

## 02. Development Area

Based on our strict quality control standards, we produce our product that can provide clean water in all areas, from our homes to industrial sites



### Purifying filter

USA Hygiene Association (International certified institution)'s NSF approved materials, AQUADUO's filter made of high density polypropylene less than 5 micrometers.



### For our pets

Our family who is our pets we love, we have a product for our pets who have a weak skin and health



### Others

Other parts such as PVC shower hose, holder using with Aqua Duo product

## 03. Clients

Based on our experienced technical skills and know-how,  
we do active cooperation and open communication with our client and we constantly try to work with our both growth

CUCKOO

aiSOO

BODYLUV®

RUHENS

SK m&service

Homeplus

Niceday

LOTTE Mart

emart

Body Vita:

NATUREKIND

LOTTE **VIC** Market

HAAN  
한경희생활과학

SHINSEGAE  
TV SHOPPING

Cèllapy

LG 생활건강

HOOXI  
PET

LOTTE **super**



# 04. Development Case

We produce products of a variety of designs and functions through cooperation with leading living brands in Korea

RUHENS



BODYLUV



cellapy



aisoo





# 05. Exhibition

Seoul Kyunghyang housing fair, Reform fair, Korea build, Premium Pet Show and etc  
We got great responses in various fairs and exhibitions





# 06. Media reports

SHOWER PLUS by the media

SHOWER PLUS,  
"Clean tap water with us."

AQUADUO



Moneytoday | 2020-09-03

The original's dignity of functional  
shower head,  
SHOWER PLUS



Hankung TV | 2020-03-20

SHOWER PLUS, 'G-FAIR'서  
'Gyeonggi-do director of  
economic science and promotion  
award



Moneytoday | 2019-11-04

Daeyu  
industry · SHOWERPLUS · Curium ·  
EMTC wins leading enterprise  
award



Moneytoday | 2019-08-09

Replaceable Purifying filter which  
can check with the naked eyes



Hankookilbo | 2019-12-19

Specialized company for functional  
shower head for kitchen, clean  
water can give a joy...



Sportsseoul | 2017-09-04

## 3. AQUADUO

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01. Brand Introduction

02. AQUADUO mall

03. Main product

The logo for AQUADUO is displayed in a bold, blue, sans-serif font. The letters are evenly spaced and have a clean, modern appearance. The background of the top half of the slide is a close-up, high-contrast image of water ripples, creating a textured, organic feel.

## 01. Brand Introduction

### AQUADUO

The water we wash and drink every day is always our valuable partner

AQUADUO is a partner(DUO) with water(AQUA) and medium that connects between people and water.

We focus on the essence to make more cleaner and healthier water

We make ‘the product I want to buy’ than only ‘selling product’

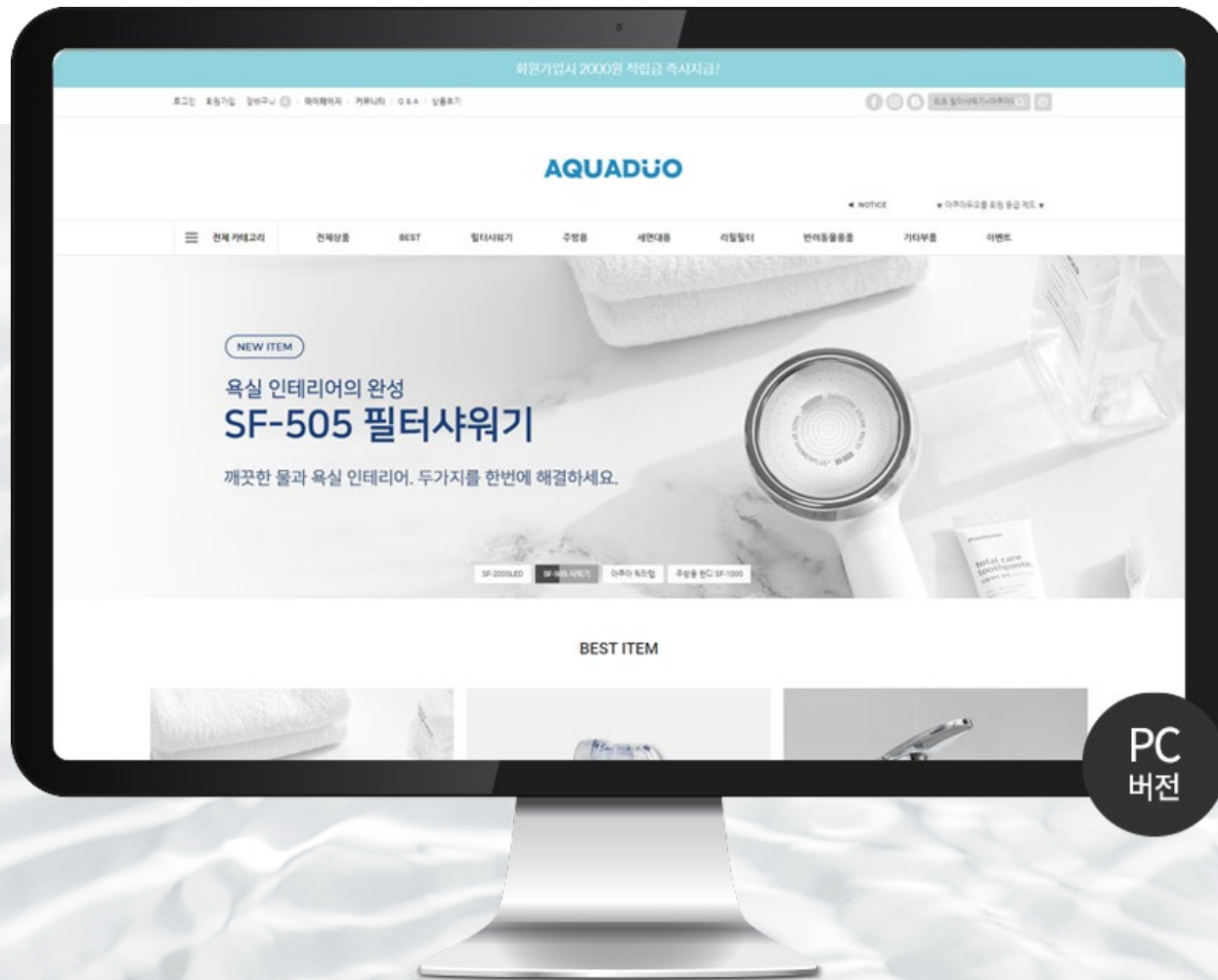
We make good and safe product which is responsible for people’s happiness and health through water rather than the product just following the trend.

The water which is the basis of life, AQUADUO is with you from the beginning of water so that you can meet healthy water anytime, anywhere

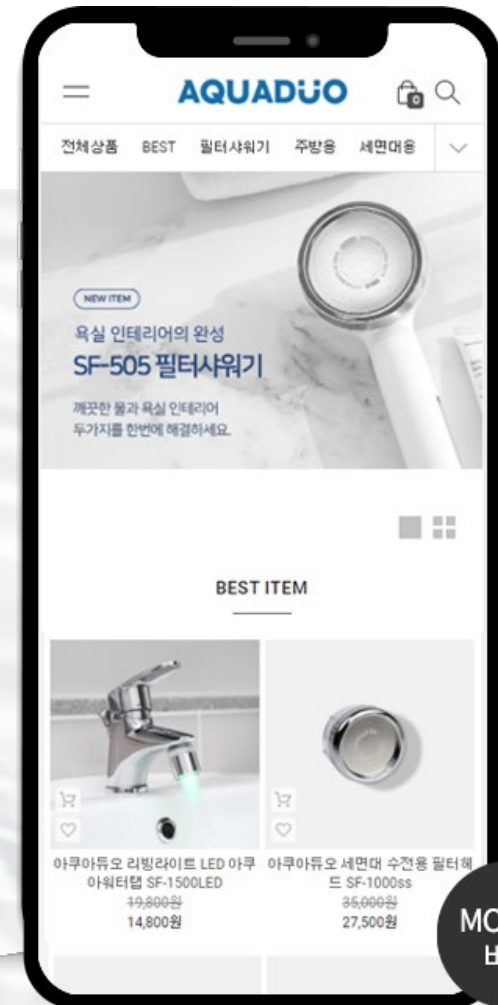


## 02. Aquaduo Mall

www.aquaduo.co.kr



PC  
버전



MOBILE  
버전

# THANK YOU

<b>Address</b>	58-15, Yangjin-ro 926beon-gil, Jinjeop-eup, Namyangju-si, Gyeonggi-do, Republic of Korea
<b>Phone</b>	1833-3808
<b>Fax</b>	031-574-3073
<b>Email</b>	<a href="mailto:office@showerplus.co.kr">office@showerplus.co.kr</a>
<b>Homepage</b>	<a href="http://www.showerplus.co.kr">www.showerplus.co.kr</a>