

Culax

EXPERT OF HEALTHY AND QUALIFIED WATER SOLUTIONS

 **SINCE 2008** PERENNIAL PARTNER OF THE WORLD'S TOP 500

2024
WATER FOR 18



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≈ SINCE 2008 PERENNIAL PARTNER OF THE WORLD'S TOP 500

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WHY CALUX

FOCUSED ON CLEAN WATER FOR 18 YEARS



Water



FOCUSED ON CLEAN WATER FOR 18 YEARS



0 / ABOUT US

COMPANY INTRODUCTION

20000 m²

Independent industrial Zone



2000+

Global Customers



200+

Patented Technology



3 Million SETS

Annual Output



16 LINES

International Production Line



40+

Exporting Countries and Regions



SINCE
2008



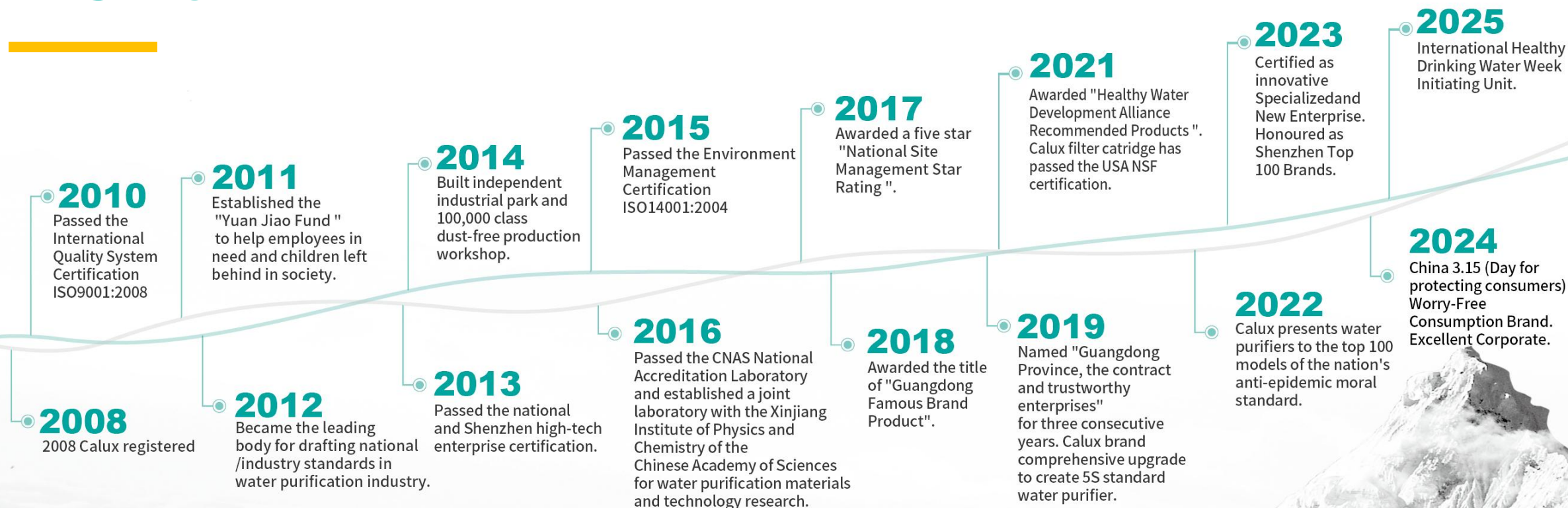
Culax

COMPANY INTRODUCTION

Shenzhen Calux Purification Technology Co., Ltd. (Brand: Culax) was established in 2008. It has 18 years of experience in water purifier research and development, production and sales, and is committed to providing consumers with high-standard healthy drinking water. Calux specializes in household water purification products, including RO systems, skin care shower head filter, faucet filters, refrigerator filter cartridges, multifunctional carbon block etc. Calux Industrial Park covers an area of 20,000 square meters. With a top R&D team, a national CNAS accredited laboratory and a 100 thousand-class non-dust production factory. The annual output reached more than 3 million sets of water purifiers. With certification of ISO9001, ISO14001, ISO45001, China Compulsory Product Certification, WQA, IAPMO, NSF etc., we can ensure product quality before delivery.



DEVELOPMENT HISTORY



CORPORATE CULTURES

- **Position:** Chief cooperater in OEM/ODM service for domestic and public drinking water purification equipment.
- **Vision:** Be the motivation to drive the industry forward and enable 10 million families to drink healthy and qualified water.
- **Mission:** Make water Cleaner and people Happier.
- **Core Values:** Rigorous, Efficient, Responsible, Dedicated .

Service Philosophy:

Serve with love. Make
customers reliable.

Development Theme:

Co-create, share and
progress as one.





R&D Team

Specializes in cultivating and developing over 100 water purification technology products.



Marketing Team

Keen market insights to drive sustainable sales growth.



QC Team

Strict quality control to achieve premium rates of up to 100%.



Customer Service Team

Attentive service, customer first.



Higher Production Standard

Calux has been established a 100 thousand-class non-dust production factory. Before entering the workshop, every staff must wear anti-static dust-free clothes, wash and disinfect their hands, and finally pass through an air shower. We are producing water purifiers with pharmaceutical-grade standards to ensure safer and better quality products.



Advanced Production Processes

A 20 thousand square meters independent modern industrial park within 16 lean production lines includes assembly lines, component lines, and packaging lines. Calux utilizes high-end imported equipments with an annual production capacity of 3 million water purifiers, which fully achieve standardized, dust-free, and refined manufacturing. We serve as a benchmark production workshop in China's water purification industry.

Higher Test Standard

with CNAS Lab and dust-free workshop
Top-tier professional laboratory in the industry
Products have passed 21 specialized water quality tests exceeding industry standards.



CNAS CNAS Verified Lab

Certified by China National Accreditation Service for
Conformity Assessment
The laboratory cleanliness standard reaches level 10
thousand class (10,000 > 100,000 > 1,000,000).





Ion Chromatography



Gas Chromatograph



**Atomic Fluorescence
Photometer**



Preserving Blasting Test

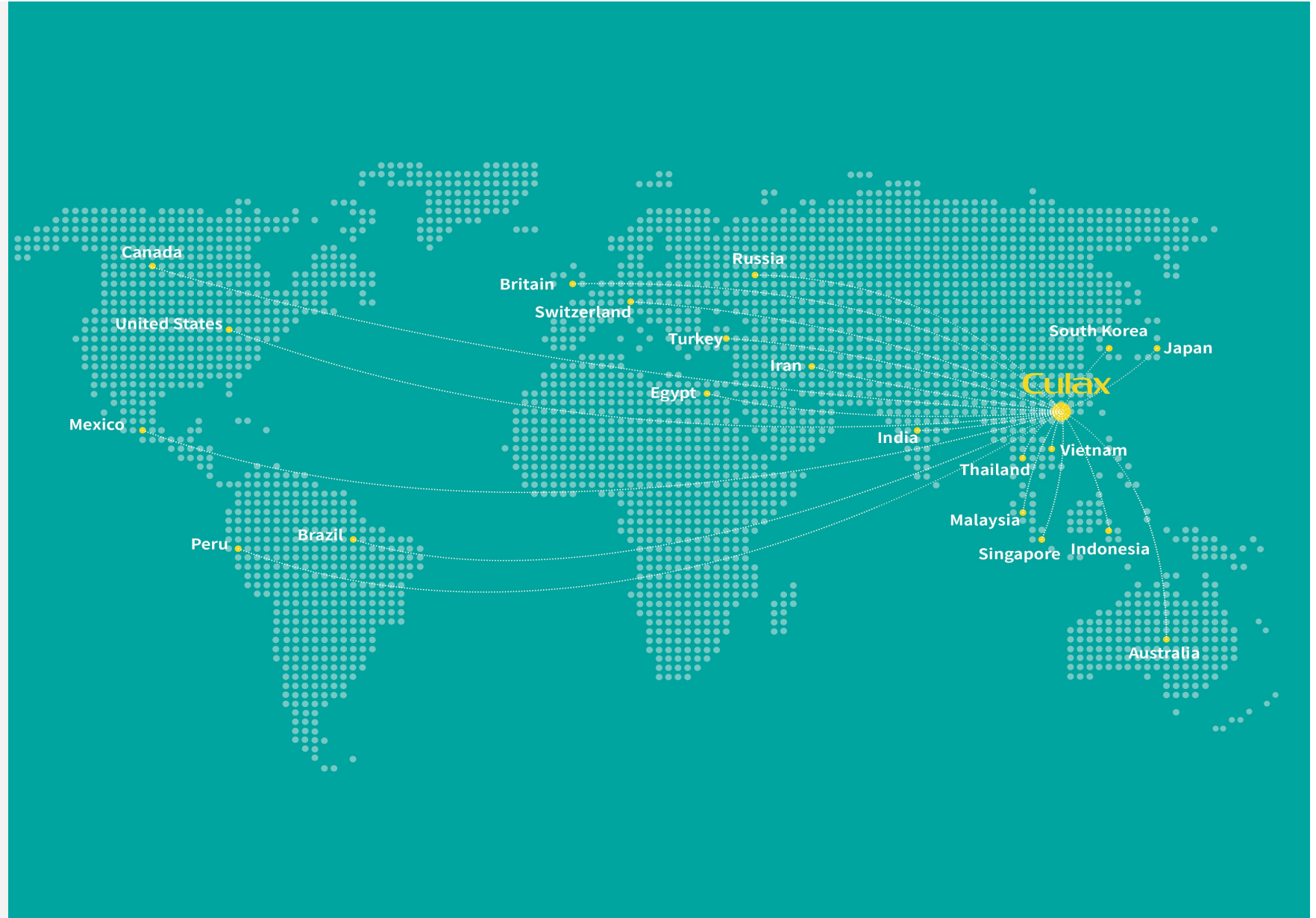


Water Hammer Test



Microbial Test

18+ years Best-selling
in worldwide, Sold to
40+ countries and
regions,
with over **2,000+**
global customers.







On 20 April 2013, an earthquake measuring 7.0 on the Richter scale struck Ya'an, Sichuan Province, and hundreds of millions of people were saddened by the news of the disaster. Calux set up a medical team at the first time, technical team to go to the disaster area to participate in the medical rescue and resettlement of the victims. Chairman Chen Huidong personally went to the disaster area to install water purification equipments for the victims, to help people in the disaster area to use water.



In order to help colleagues with difficulties and people in need of financial assistance in the society, carry forward the friendly spirit of Calux people being united, helping people and helping each other, and strengthen the appeal of Calux team. In order to strengthen the appeal and cohesion of our team, Calux has set up the "Yuanjiao Fund", which is also in line with the core values of Calux.

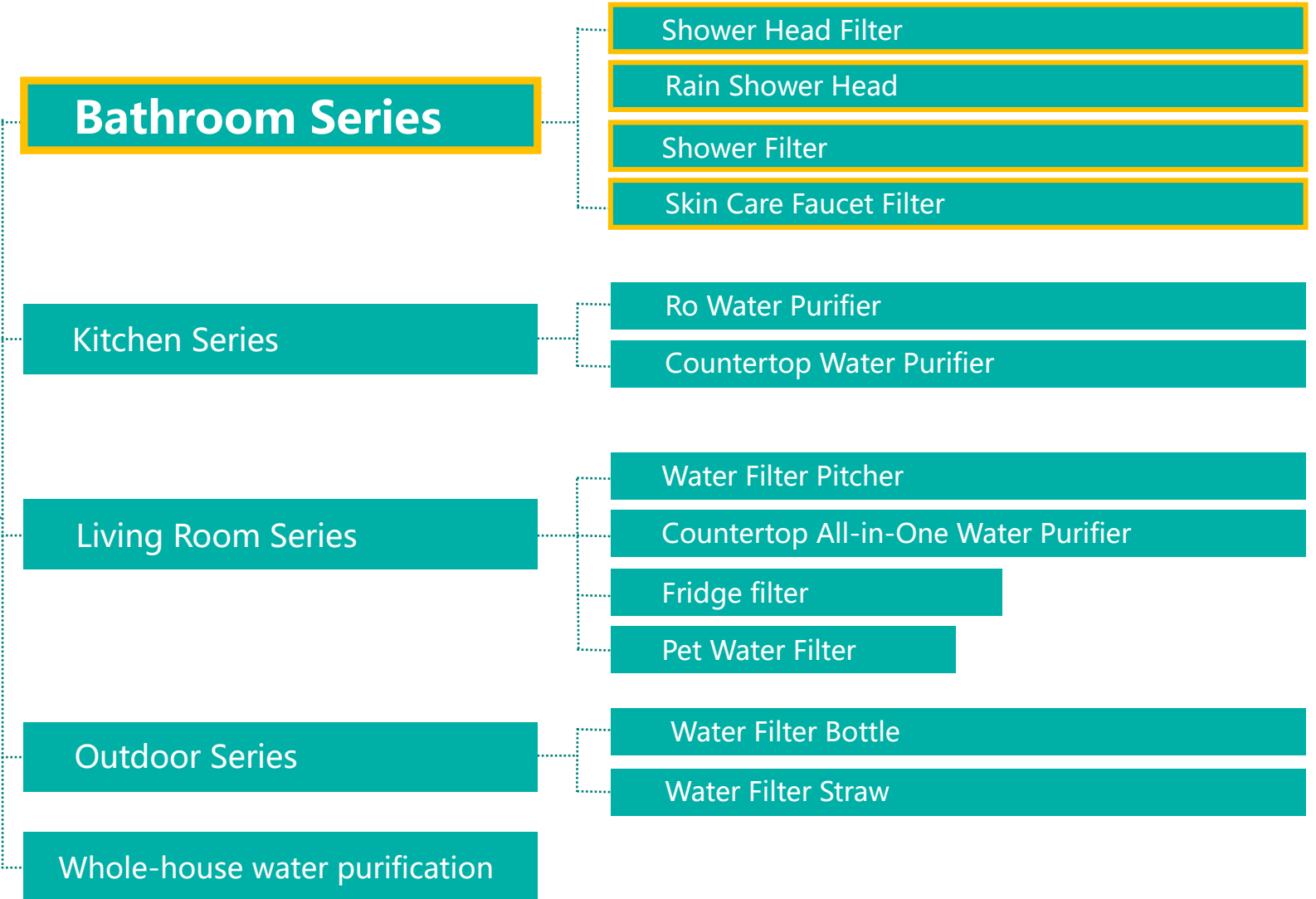
Water

FOCUSED ON CLEAN WATER FOR 18 YEARS



02

PRODUCT
AND SERVICE



- SHOWER HEAD FILTER



CL-SH10



CL-SH5



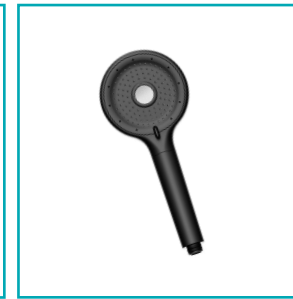
CL-SH7



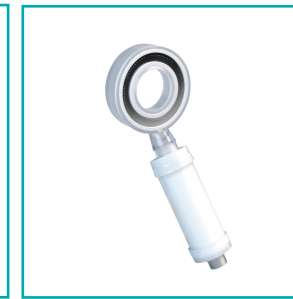
CL-SH7-1



CL-SH8



CL-SH9



CL-SH11



CL-SH12



CL-SH21



CL-SH22



CL-SH24

- RAIN SHOWER HEAD



CL-SH18



CL-SH13



CL-SH14



CL-SH15



CL-SH16



CL-SH17



CL-SH19



CL-SH25



CL-SH26

- SHOWER FILTER



CL-SF7



CL-SF1



CL-SF2



CL-SF4



CL-SF5



CL-SF6



CL-SF8



CL-SF10



CL-SF13



CL-SF14



CL-SF15



CL-SF16



CL-SF17



CL-BWF1

- SKIN CARE FAUCET FILTER



CL-TP13



CL-TP15



CL-TP16



CL-TP17



CL-TP18



CL-TP19



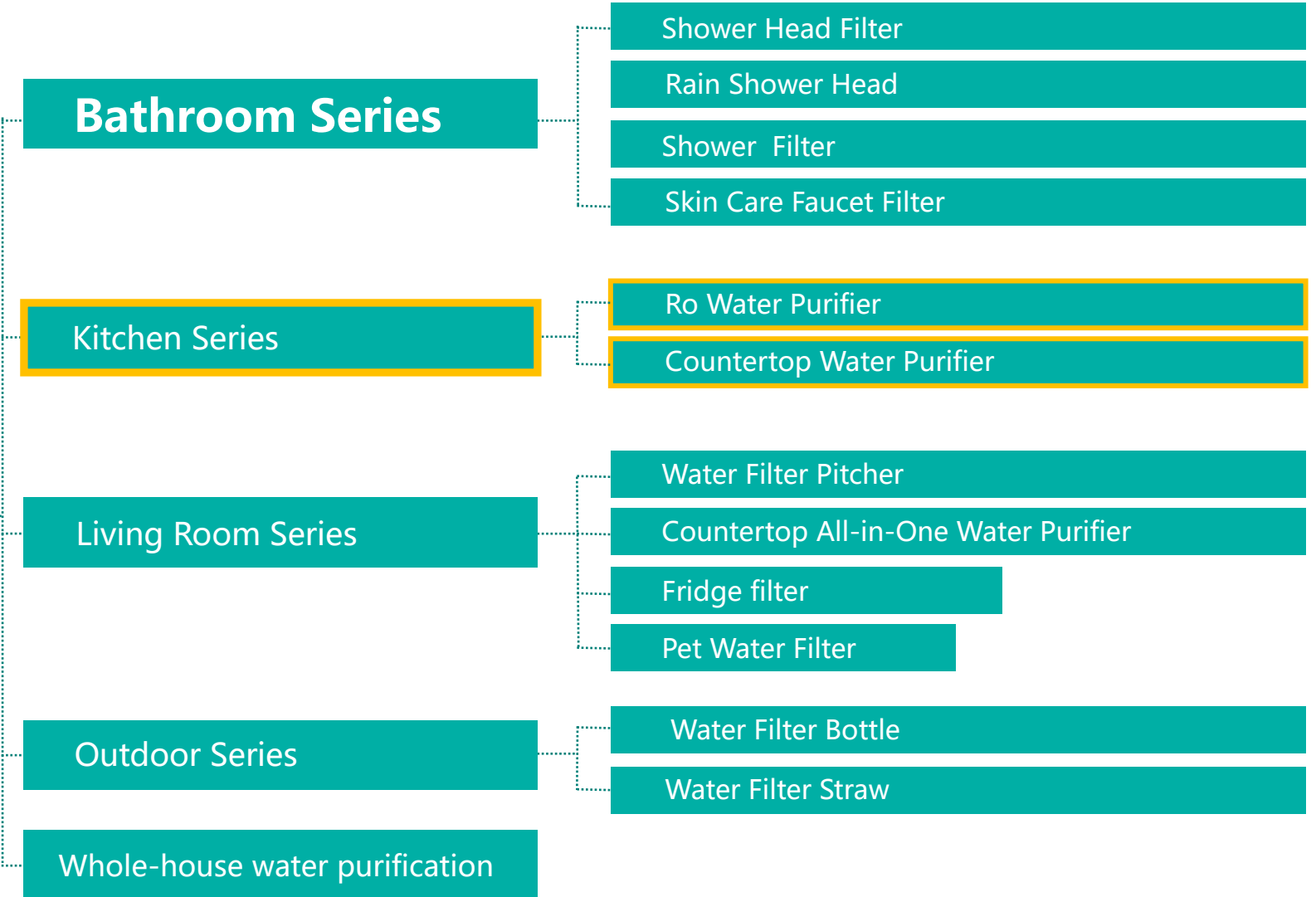
CL-TP20



CL-TP21



CL-TP22



- RO WATER PURIFIER



CL-DR-A6



CL-DR-J1012



CL-DR-G1012



CL-DR-H301



CL-DR-WR04



CL-DR-F2014



CL-DR-B1013



CL-RO-7UV

- COUNTERTOP WATER PURIFIER

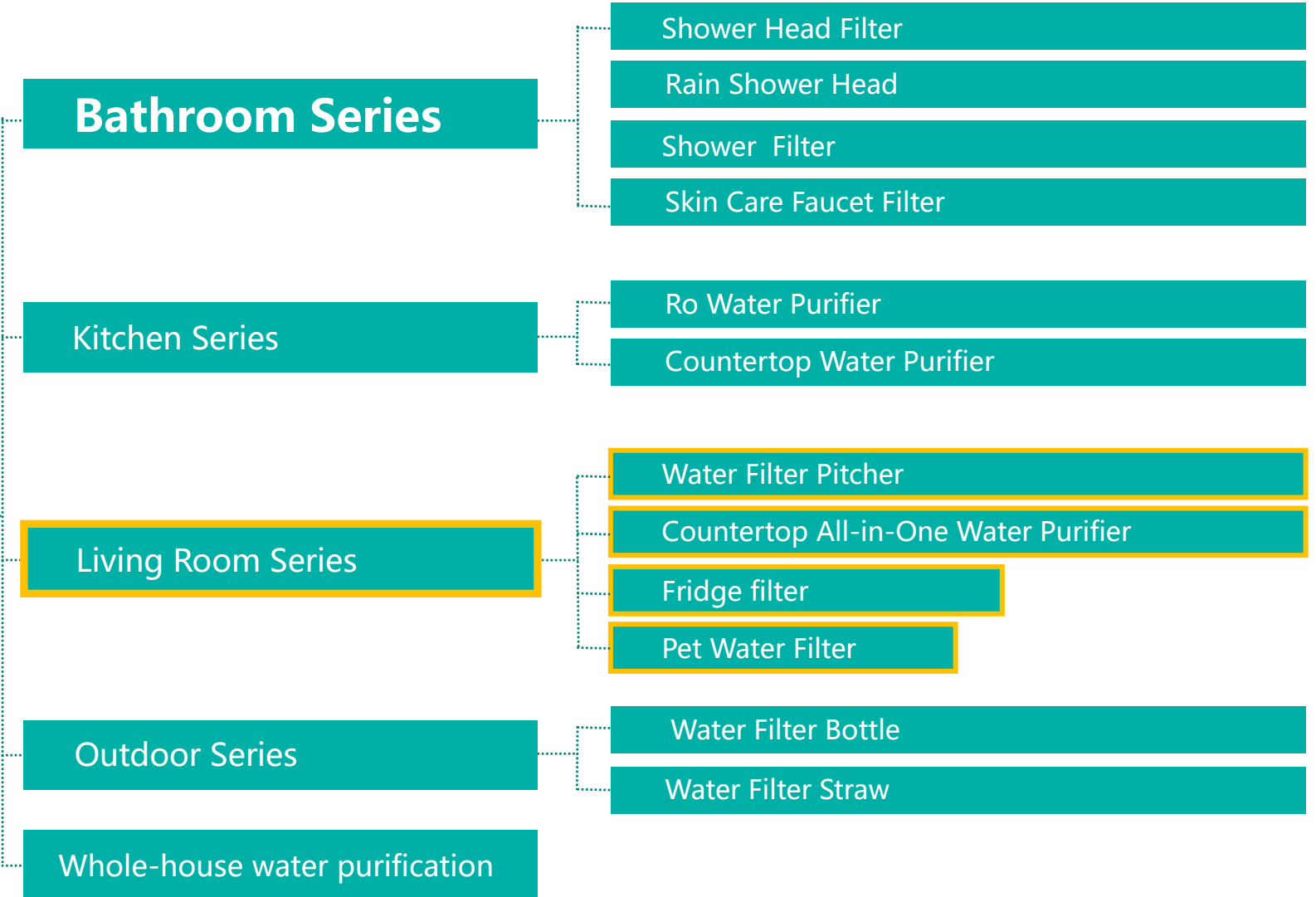


CL-GI8



CL-A9





- WATER FILTER PITCHER



CL-WP5



CL-WP6



CL-JSH03



CL-JSH04





- TABLETOP INSTALLATION-FREE RO MACHINE



CL-P30



CL-P40



CL-P50



CL-DR-A2

• FRIDGE FILTER



RF-01



RF-02



RF-03



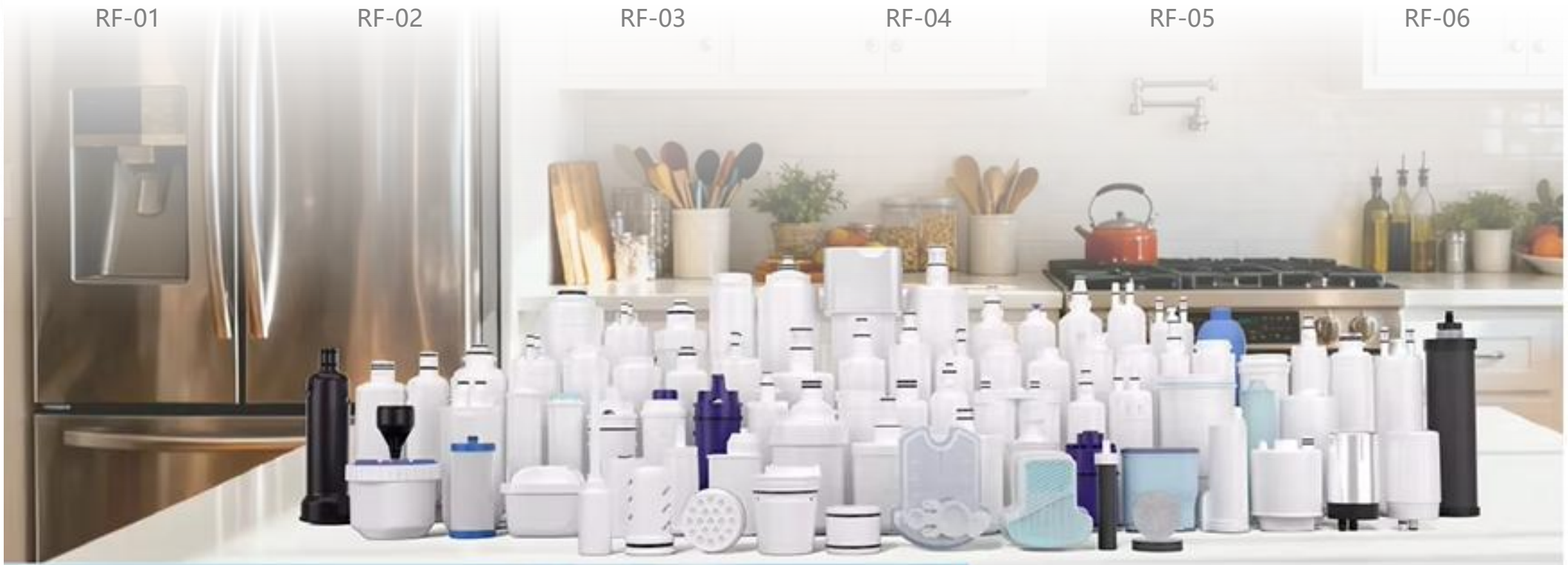
RF-04



RF-05



RF-06



• PET WATER FILTER

ODM FILTER



PW-F1



PW-01



PW-02



PW-03



PW-04





Bathroom Series

- Shower Head Filter
- Rain Shower Head
- Shower Filter
- Skin Care Faucet Filter

Kitchen Series

- Ro Water Purifier
- Countertop Water Purifier

Living Room Series

- Water Filter Pitcher
- Countertop All-in-One Water Purifier
- Fridge filter
- Pet Water Filter

Outdoor Series

- Water Filter Bottle
- Water Filter Straw

Whole-house water purification

• OUTDOOR WATER FILTER



CL-PS-04



CL-PS-05



CL-PS-06



CL-PS-09



CL-PS-10

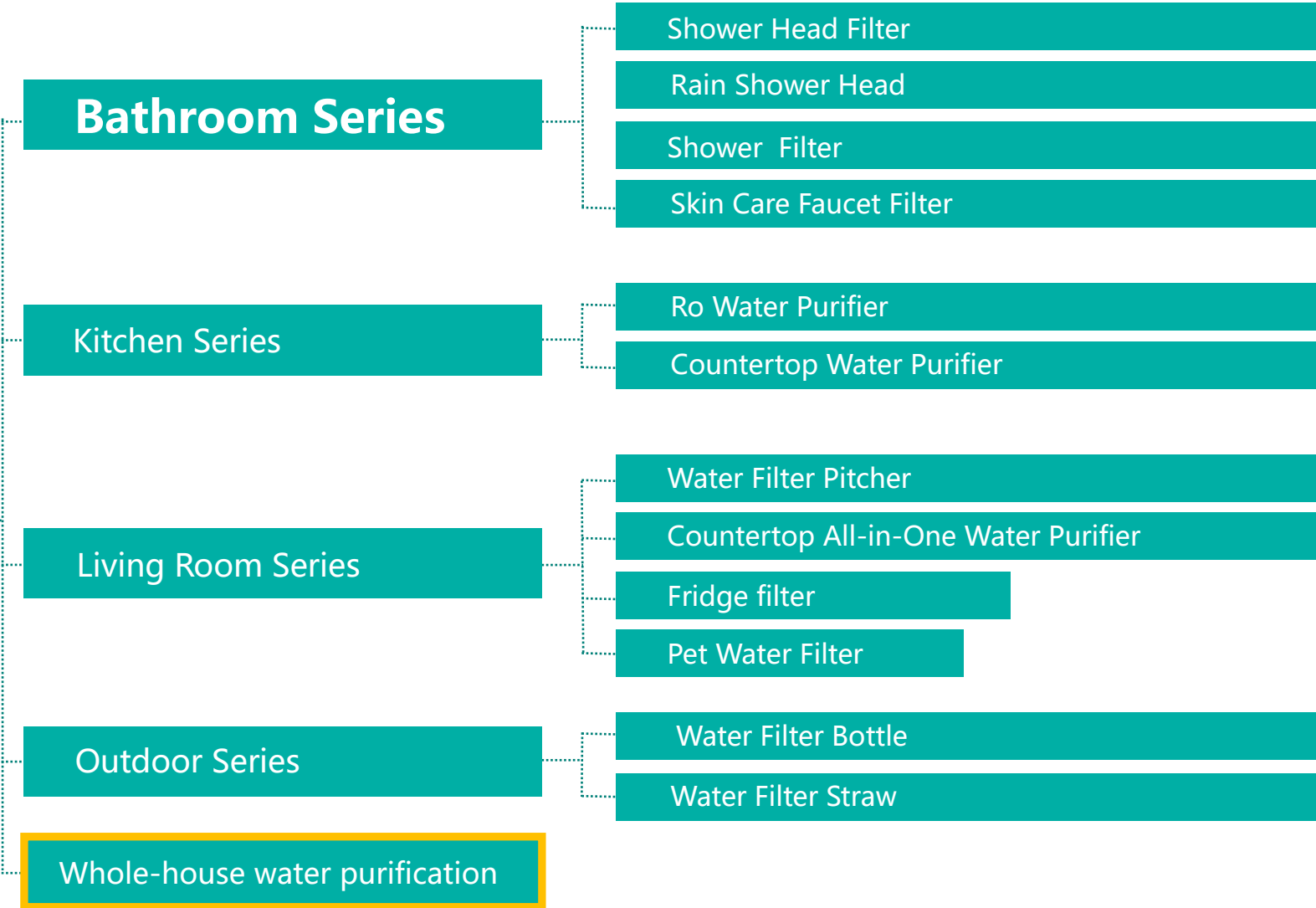


CL-PS-11

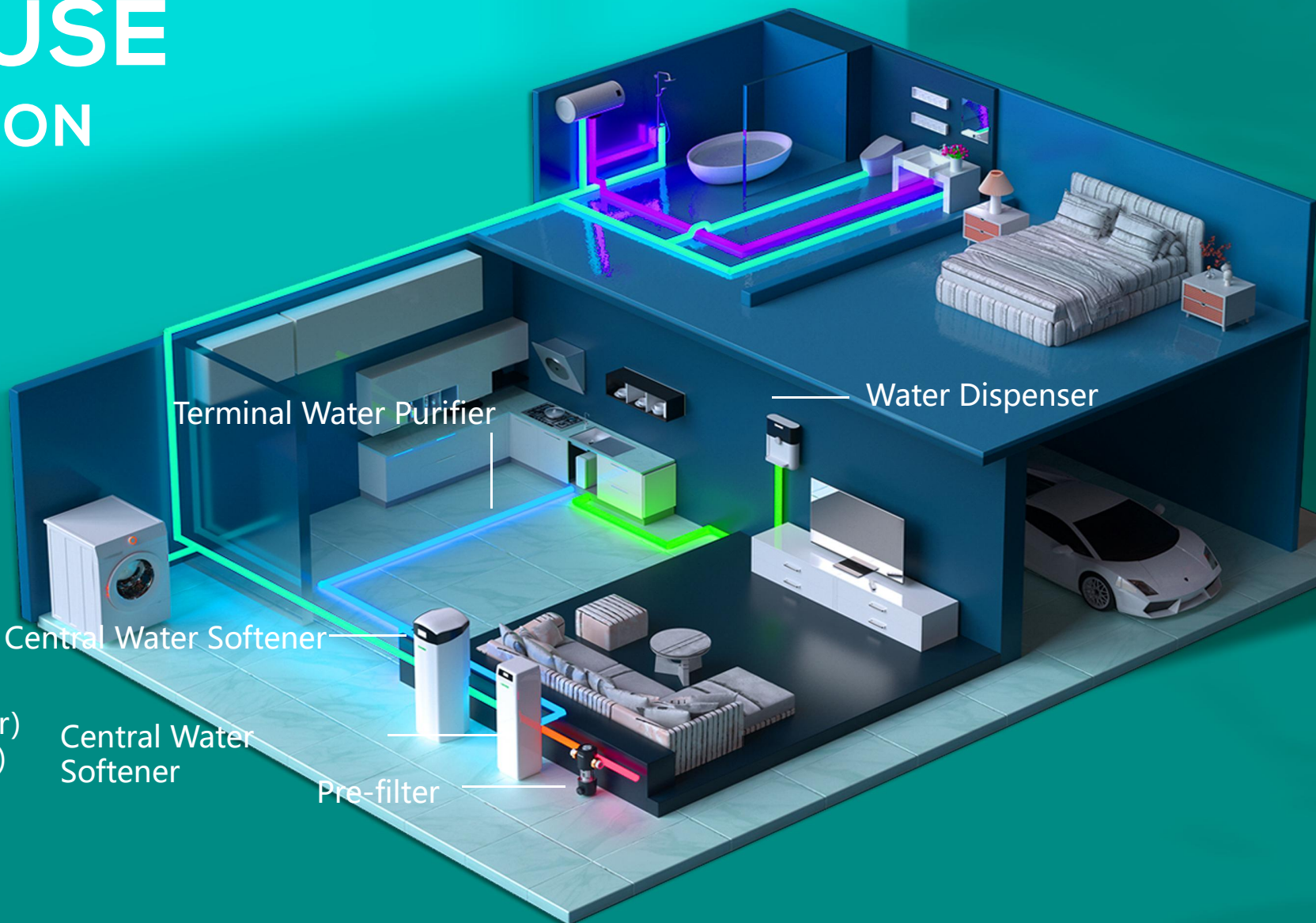


CL-PS-14





2.0.5 WHOLE-HOUSE WATER PURIFICATION



- Tap Water
- Preliminary Purified Water
- Deep Purification (soft/cold water)
- Deep Purification (soft/hot water)
- Deep Purification (clean water)
- Directly Drinking Water

Terminal Water Purifier

Water Dispenser

Central Water Softener

Central Water Softener

Pre-filter

2.1 SERVICE



2.1.1 WATER FILTER SOLUTION

Strong R&D capability of water treatment filter solution, help customers to solve water quality problems and gain market.

Owned Perfluorinated Compound Removal Technology – Emerging Contaminants PFOA & PFOS.



Heavy Metal Removal Filter Cartridge



High Precision Sintered Carbon Filter Cartridge



Metasilicic Acid Filter Cartridge



Strontium-rich Filter Cartridge



Zinc Mineralized Filter Cartridge



Selenium-rich Mineralized Filter Cartridge



Alkaline Mineralized Filter Cartridge

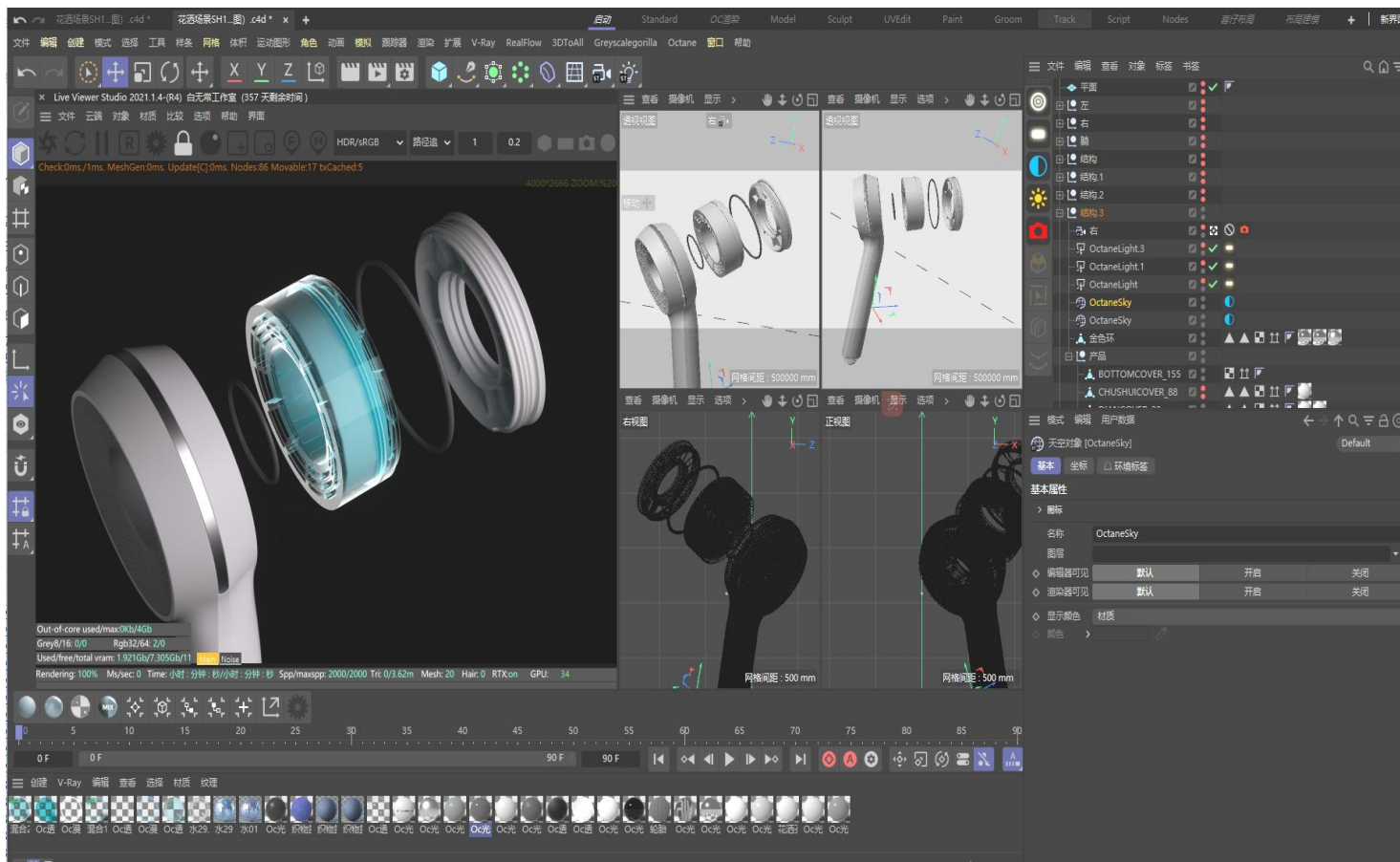


Anti-Scale Filter Cartridge



Antibacterial Filter Cartridge

2.1.2 ODM SERVICE



2.1.3 MARKETING MATERIAL

Calux provides marketing material customization services, such as: posters, detail pages, packaging gift boxes, and product introduction videos.

Culax | SHENZHEN CALUX PURIFICATION TECH CO.,LTD.
PROFESSIONAL OEM & ODM WATER FILTER MANUFACTURER

PRODUCE

100,000-level dust-free production workshop, reaching GMP (Good Manufacturing Practice of Medical Products) standards.

EXAMINATION

Each water purifier has passed strict testing
From raw material inspection to finished product, each water purifier has undergone rigorous quality testing.

Water Hammer Test
Test parts: Filter housing, connector, boost pump, whole machine, etc.
Condition: pressurized air, tap water.
Standard: Cyclic hammer for 100,000 times under 1.04MPa.

Blasting Test
Test parts: water-passing part (Filter housing, connector).
Condition: pressurized air, tap water.
Standard: sand at least 15 minutes under water pressure of 1.0MPa, and blasting, no less than 2.76MPa pressure.

Heavy Metal Test
Test items: Lead, Cadmium, Mercury, Arsenic, Copper, Zinc, Iron, Manganese, Silver, Aluminum, Magnesium, Nickel, Selenium.
Test type: whole filter system outlet water, tap water.
Pb:0.1mg/L, Cd:0.01mg/L, Hg:0.01mg/L, As:0.01mg/L.

Microorganism Test
Test items: total bacterial count, E. coli.
Test type: RO, UF, whole filter system.
Condition: 20-day-old clean drinking water.
Standard: total bacterial count removal rate>99.9%, E. coli removal rate>99%.

Water Flow Test
Test items: pp filter, carbon filter, UF, RO, mixed filter, whole filter system.
Test type: stopwash, measuring cup, water meter, water pressure meter.
Standard: initial flow rate: Carbon filter > 2L/min
PP filter > 2.5 L/min Carbon filter > 2L/min
UF filter > 2L/min RO filter > 50 ml/min

CL-DR-J2012

1000 GALLON HIGH FLOW TANKLESS RO WATER PURIFIER

Imported long lifespan RO Membrane

Filter Replacement Reminder

3 Seconds To Replace Filter

Reduce Vibration And Noise



Advanced Efficiency Filtration
Continued Contaminant Removal

5times

The absorption rate of carbon fiber is 5times of the traditional carbon

Rusty

Chlorine

Impurity

Sediment

Contaminants

filtering tap water

Premium Material
Made of thickening ABS material

Ensure the safety of your shower, and does not produce any odor during use

PURIFYING SHOWER HEAD

Water

FOCUSED ON CLEAN WATER FOR 18 YEARS



03 INDUSTRY TREND

3.1 Future Trend 1

The New Paradigm of Future Showerheads

Future shower heads will break boundaries by evolving into an all-in-one solution focused on health, intelligence, and sustainability. They are transforming from simple water tools into home wellness hubs that purify water, care for skin, and enhance mood. Powered by AIoT, they shift from manual control to intuitive interaction, understanding your needs automatically. Meanwhile, driven by eco-goals, technologies like micro-bubbles and green materials are redefining sustainable bathing.

Are you fed up with the following problems?



Skin Gets Drier After Washing

Hard water (high calcium and magnesium ions) and residual chlorine strip away the skin's natural oils, leaving it tight and dry after cleansing.



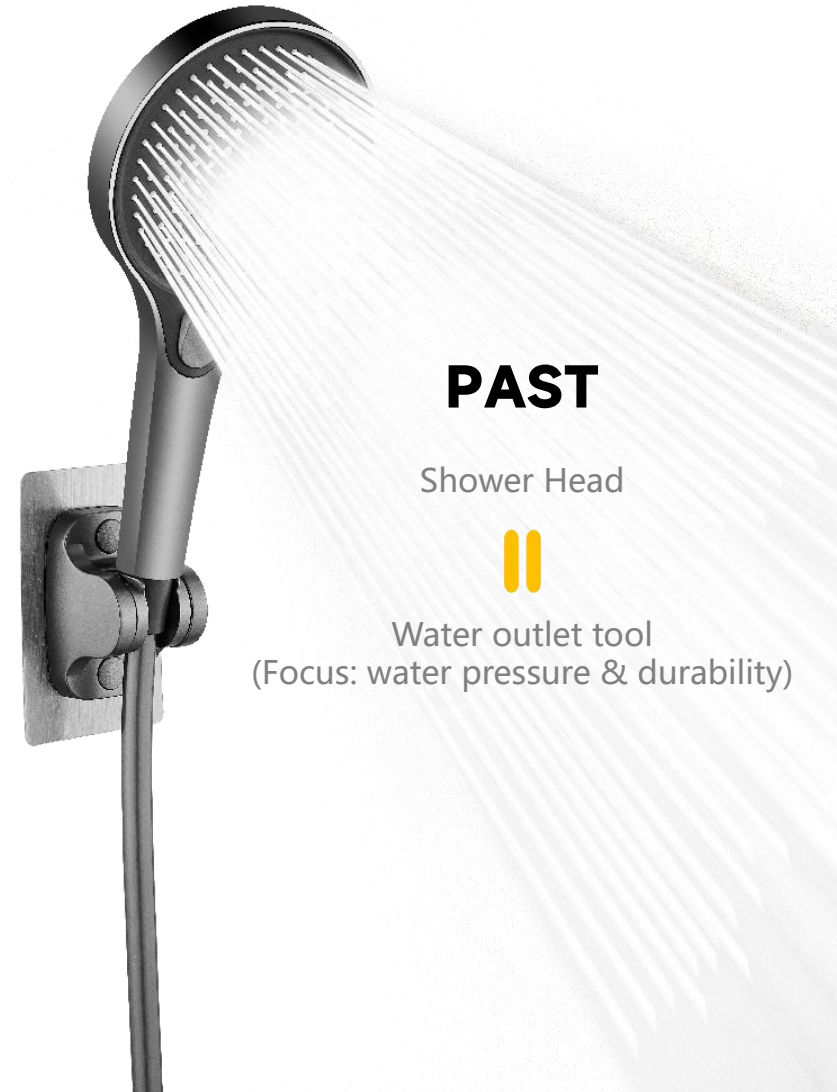
Dry, Tangled, and Damaged Hair

Hard water and residual chlorine cause the hair cuticles to open, resulting in dry, frizzy, brittle hair that tangles easily and fades quickly after coloring.



Bacterial Growth / Limescale Buildup

Impurities in water are not filtered out, leading to clogged nozzles from limescale and uneven water flow.



NOW & FUTURE

Shower Head Filter



Clean Water & Nourish

+

Portable Shower. Beauty Anywhere.

Purify

Removes up to 99% of chlorine, filters impurities, and restores water purity — the foundation of healthy skincare.

Empower

Vitamin C for brightening, aromatic essential oils, and mineral elements for skin and hair care — turning your shower into a "nourishing treat for the skin."

Multiply the Experience

Microbubble Technology delivers a deeper clean with less water — water-saving efficiency like experience spa.

How big is the market?



Market Trends

The market continues to expand: the global showerhead market is expected to reach \$4.479 billion by 2031, with a compound annual growth rate (CAGR) of approximately 2.5%. Among them, "beauty/skincare" showerheads are one of the fastest-growing sub-segments, particularly in China, Japan, South Korea, and European and American markets.

Consumer motivation

Starts with One Filter

01 Beauty Economy & Skincare Shifts

Consumers now care about water quality (especially chlorine) and its impact on skin and hair. Skincare moves from "post-shower" to "in-shower."

02 Upgrade to Health Management

From cleaning tool to health management device. Consumers pay more for added benefits like chlorine removal, hydration, and aromatherapy.

03 Driven by key consumer groups

Sensitive skin, moms & babies, young adults with hair loss concerns, and Gen Z seeking lifestyle rituals.

Skin Care



Core Technology Trends



Removes Chlorine · Heavy Metals · Scale · PFAS

Vitamin C & Essential minerals
Sustained Release Technology

Water-Saving & Boosting pressure Technology

Smart / Intelligent Integration

Customized filter solutions

Designed specifically for your local water quality.



Custom filter based on the local water quality.

Beyond the Bathroom

Filtered showerheads — now for more places than ever.



Now extending to more specialized uses — pet grooming, facial cleansing only, and more.

3.1 Future Trend 2

Healthier and More Beneficial

With the improvement of life' s quality, people are no longer satisfied with the material basis, but pursue a higher level of experience. When it comes to drinking water, people no longer desire simple purity, but healthier and safer quality.

In order to meet the needs of modern families for healthy drinking water, Carlux launched a mineral water machine, which effectively removes harmful substances and add appropriate amounts of minerals and trace elements to make drinking water healthier and more beneficial.

What are the benefits of the mineral water purifier?



Supplement
minerals



Direct drinking for mother and
baby



cleaner for vegetables
washing

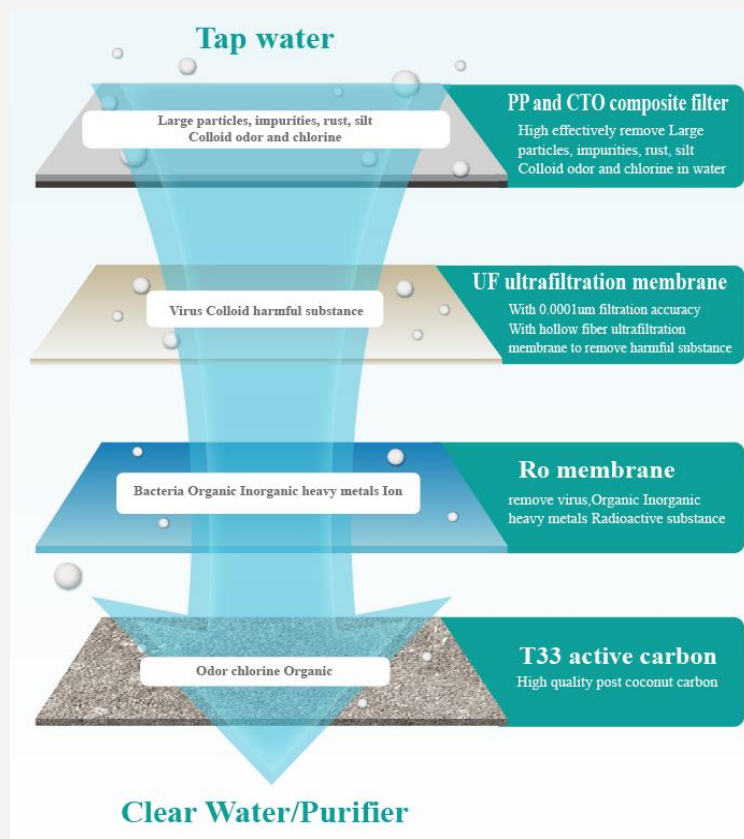
With 4 filter to keep 5 stages filtration safety for body



- Different stage with three ways water outlet
- clear water/purify water/balance water to choose
- It can meet all type of requirement of water

With 4 filter to keep 5 stages filtration

With purifier water



Filter life time more longer

Intelligent frequency
Auto- flushing to keep
Spray non - continuous flushing, prevent
clogging
so that the use of longer - term filter



Cool color screen

Operation at a glance



Integrated waterboard to prevent leaking from original

Integrated waterboard to prevent the waste water



3.1 Future Trend 3

Reducing the harm of new pollutants to the human body

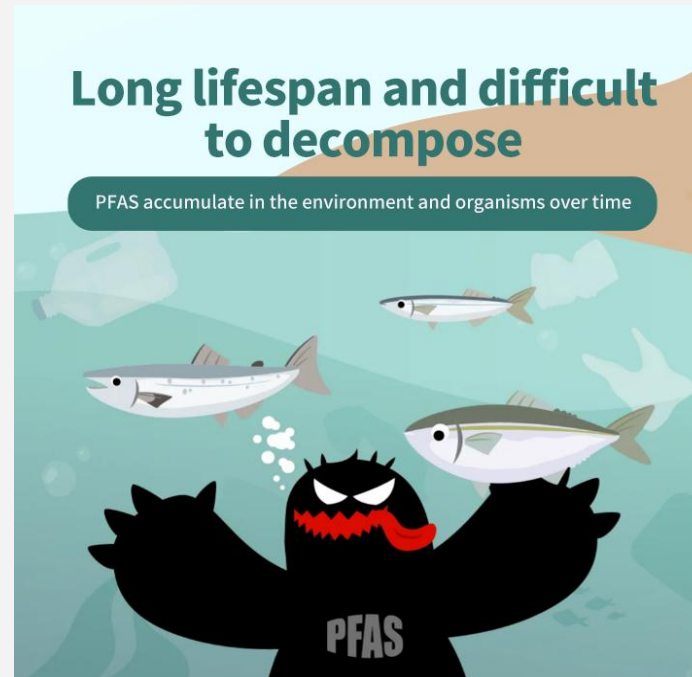
In recent years, people discovered that new contaminants PFOA and PFOS are potential to threaten human health, including liver damage, thyroid dysfunction, decreased immunity,. Therefore, governments of countries successively introduced plans and standards of defluoridation, in order to reduce the impact of these harmful substances on the environment and human body.

Calux utilizes Reverse Osmosis (RO) filtration and Granular Activated Carbon (GAC) adsorption technologies to effectively remove PFOA and PFOS from water through physical methods, achieving a removal rate of up to 80%.

The harm of emerging pollutants



Widely used for waterproof and oil-proof



Long lifespan and difficult to decompose



Harmful to the humans and the environment

Calux CL-DR-G1012 Reverse osmosis water purifier

Emerging pollutant removal capacity (PFOA) > 80%



Enjoy Fresh Water Drink Directly Without Waiting

Calux direct flow reverse osmosis water purifier
CL-DR-G1012



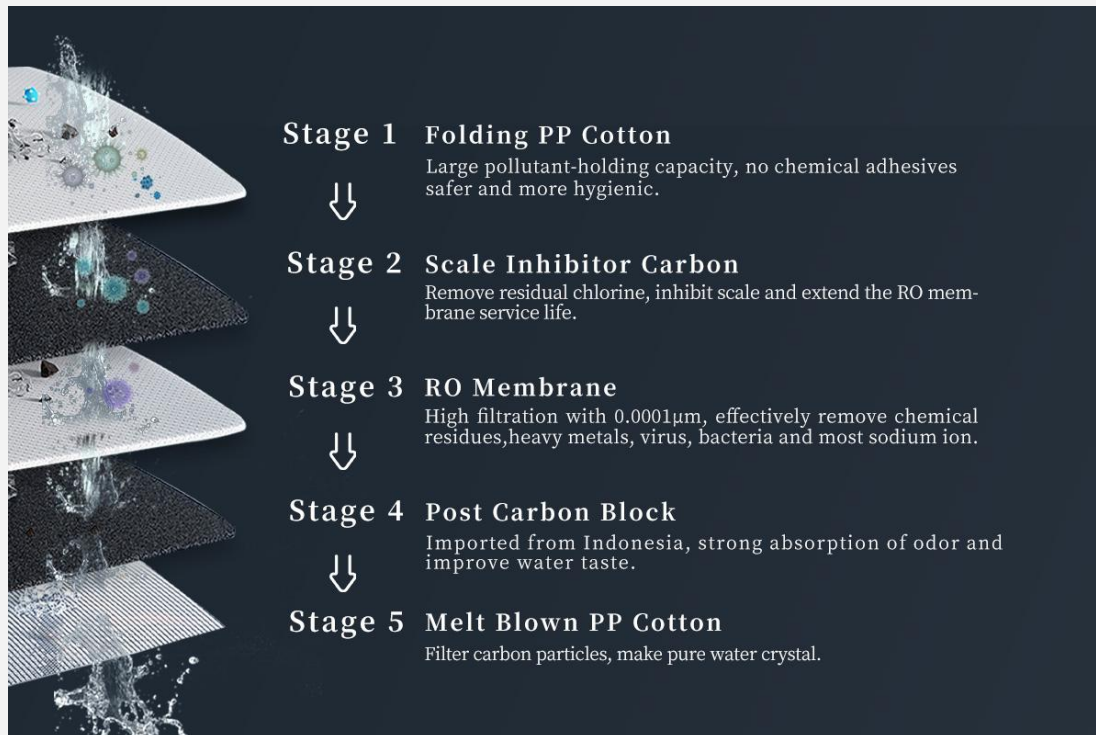
600G Large Flow Tankless Direct Flow Drinking Filter

Calux direct flow reverse osmosis water purifier
CL-DR-G1012



Enjoy Fresh Water Direct Drink Without Waiting

Calux direct flow reverse osmosis water purifier
CL-DR-G1012



Patented Integrated Waterway

Less pipeline connection, prevent leaking water



Calux

FOCUSED ON CLEAN WATER FOR 18
YEARS



04 WHY CALUX



● Professional R&D Team

10+ years of experience in water treatment R&D and project management.



4.1 CULAX ADVANTAGE

R & D Ability

● Excellent Expert Team

Outstanding experts and scholars in the field of water purification from global scientific research institutes.

● Technical Cooperation

Cooperated with the Vanke, Korean Fresh Water, the China University of Geosciences, Shenzhen Information Vocational and Technical College, etc.



Calux

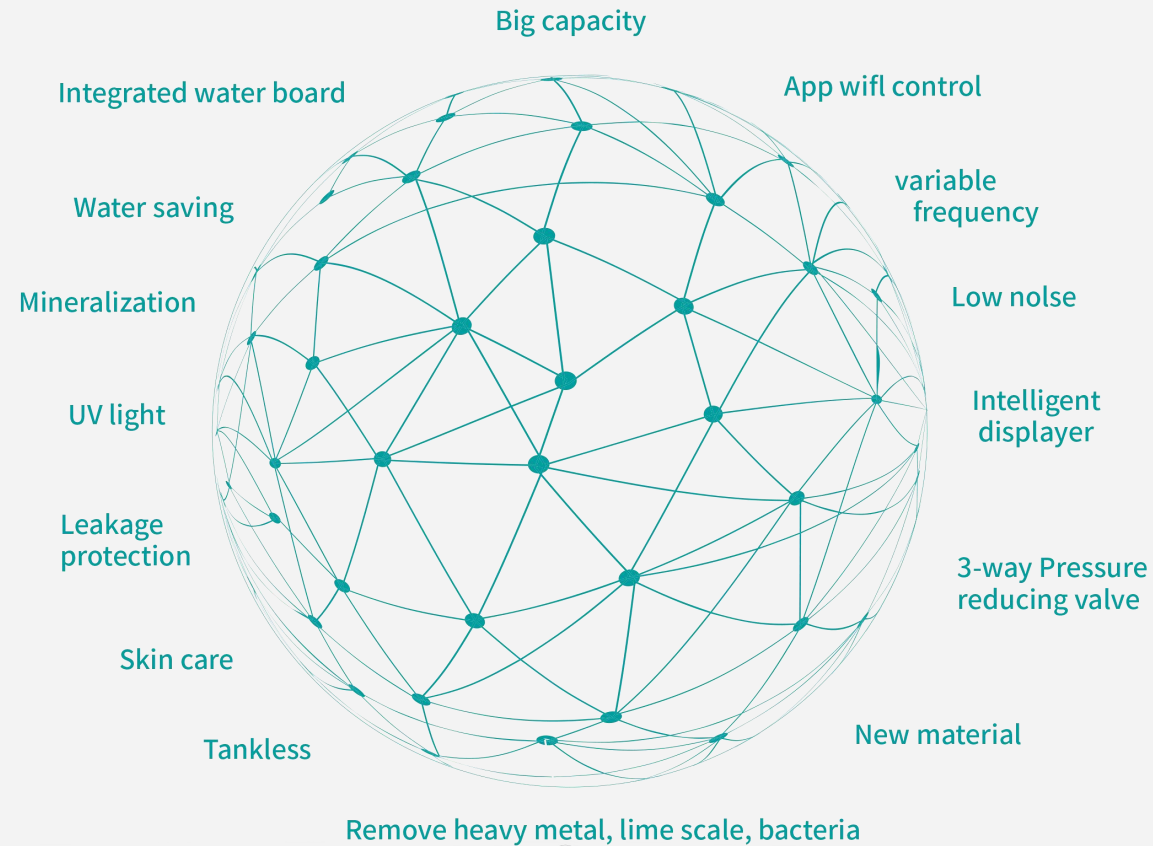
Mineral water technology



净水材料与技术研究 联合实验室

Carbon material innovation and application

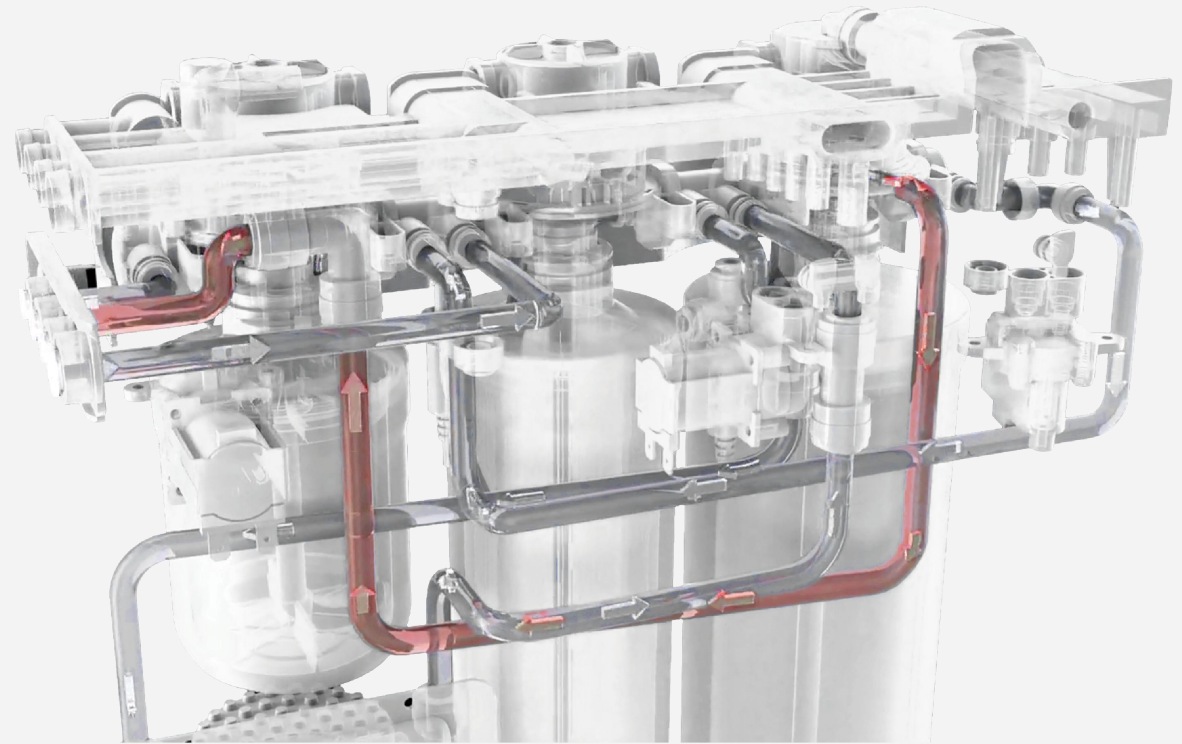
Our biggest advantage: Strong R&D Capability and keep innovating.



4.2 CORE TECHNOLOGY

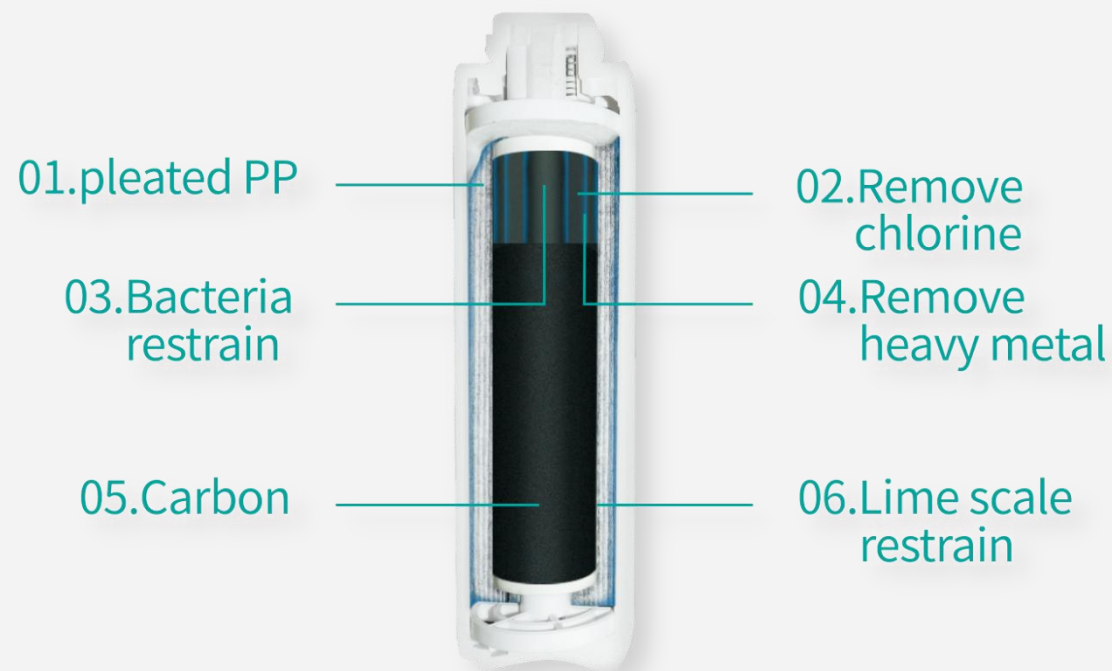
Water board Structure Innovation -Integrated Water board Design

- Integrated Interchange Waterway
- Intelligent Control Valve
- Hydrodynamic Engine



Innovation of Core Part -Multifunction Composite Filter Cartridge

Cooperate with experts from Xinjiang Technical Institute of Physics and Chemistry, Chinese Academy of Sciences, postdoctoral researcher of Tsinghua University, and experts in water filter at home and abroad, Calux has developed high-tech filter materials that are patent protected and certified by IAPMO.



Innovation of Filtration Structure- Healthy Balanced Water

In order to produce healthy and qualified water for the society, Calux has worked together with experts in water treatment and water nutrition to collect water samples from all over the world for research.

We invented balance technology that mixes pure water and clean water, and first launched healthy balanced water that is able to **remove the harmful and keep the good substances.**



Technological Innovation Application - Beauty Skin Care

Natural Mineral Beauty Water Machine

- Work together with doctoral advisors from Chinese Academy of Sciences and postdoctoral researcher from Tsinghua University.
- Cleaning and whitening, reducing blemishes and acne, and tightening the skin
- Obtained six exclusive patented technologies and safety certification of SGS ROHS 2.0



4.3 PATENT TECHNOLOGY



200+ Patents, Leading the Water Purification Industry



4.4 HONORS



4.5 CERTIFICATIONS

Calux' s product is the first batch that achieved certification of A+ in water saving against the new national standard.

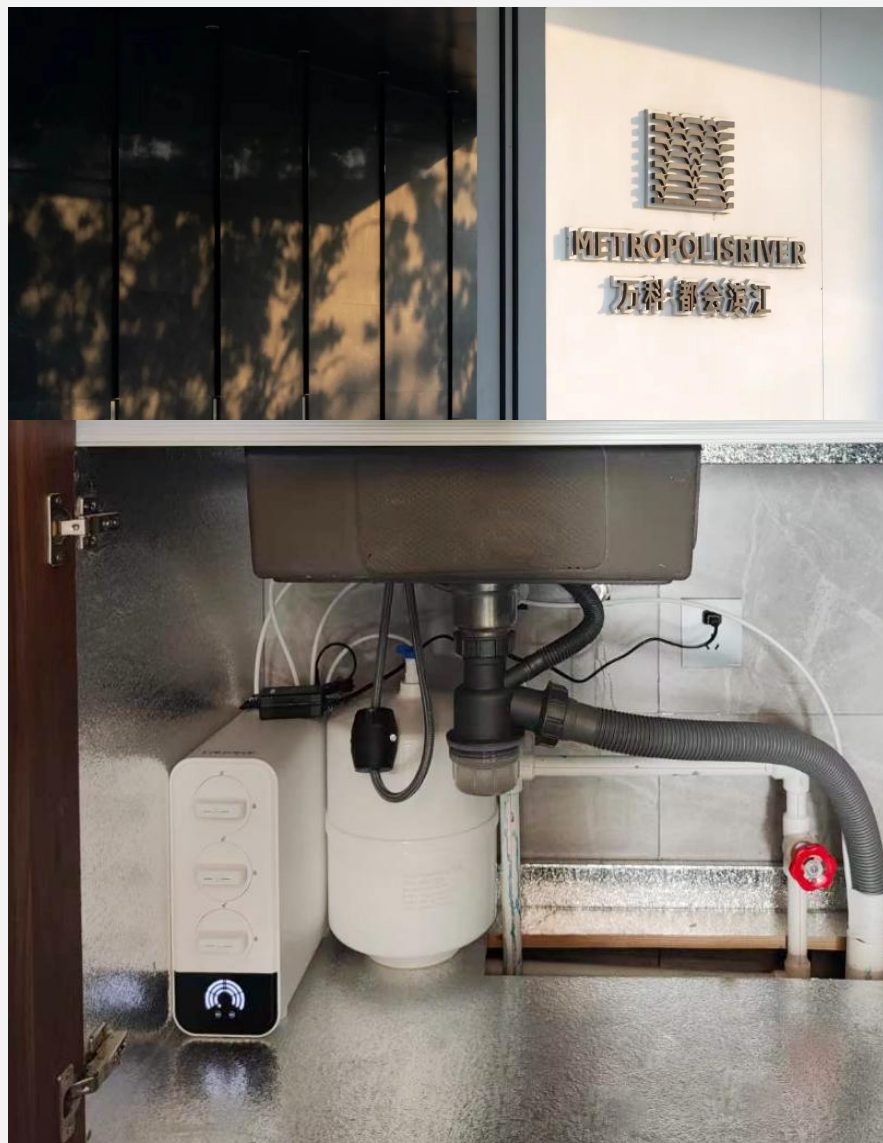


4.6 OUR CUSTOMERS



4.7 OUR RAW MATERIAL SUPPLIER





4.8 PROJECT CASE

4.8.1 Project Case 1

Business partner: China Vanke Co.,Ltd

Project name:

Yangzhou Vanke Four Seasons Metropolis Project

Yangzhou Vanke Metropolis River Project

Dalian Vanke Emerald Metropolis Project

Dalian Vanke Metropolis Park Project

Shenyang Vanke Emerald Mansion Project

City: Yangzhou/Dalian/Shenyang, China

Products:

Prefilter CL-QZ-06 7263 Units

POU CL-DR-B1013 6232 Units

Water Softener CL-RS-A1000 1171 Units



4.8.2 Project Case 2

Business partner: Shenzhen Yi'an Real Estate Group Co.,ltd

Project name: Guangzhou Yi'an Lidufu Project

Product: Point of Use Water Purifier CL-DR-B1013

Project city: Guangzhou, China

Quantity:3344 units



4.8.3 Project Case 3

Business partner: Xi'an Titan Real Estate Group Co.,Ltd

Project name:Tianlangyunxi Project Floor1-11

Product:Point of Use water purifierCL-DR-G1012

Project city: Xi'an, China

Quantity:2693 units

Culax

THANK YOU!



FOCUSED ON CLEAN WATER FOR 18 YEARS

