CASE STUDY

PUR Explorer

The machine teaches you how to use it.



THE PROBLEM

Backcountry travelers needed more than sediment removal. They needed a portable purifier that could address bacteria and viruses, pump efficiently, work in the field, and be

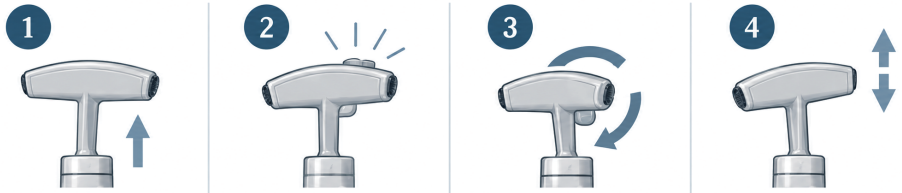
THE DESIGN

The PUR Explorer turned advanced purification into a dependable human-powered tool. Its large T-handle provided leverage and signaled how to operate it. The elongated body stabilized the pump. An inlet strainer protected the system, while the hook-like outlet made bottle filling easier. Most notably, the handle helped communicate the self-cleaning function: when resistance built, the product told the user what to do.



CASE STUDY

SELF-CLEANNG LOGIC



PŪR

CLEANER
WATER
FURTHER

PORTABLE
HAND-PUMP
WATER PURIFIER

SIMPLE.
RELIABLE.
WHERE IT
MATTERS.

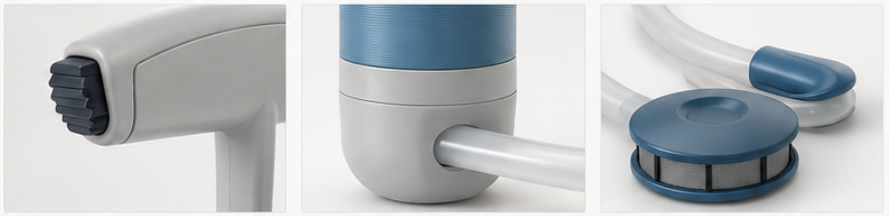


PURIFIED WATER
STRONGER
COMMUNITIES

ORTHOGRAPHIC VIEWS



DETAILS



ERGONOMIC PUMP HANDLE
COMFORTABLE. DURABLE. EFFICIENT.

HOSE INTERFACE
SECURE. LEAK-RESISTANT.

INTAKE & FILTER
SIMPLE. EFFECTIVE. TRUSTED.

COMPONENTS



CLEANER WATER

BRIGHTER FUTURES

BUILT FOR REAL PLACES

PŪR — DESIGNED FOR A CLEANER TOMORROW

PEOPLE / PLACES / POSSIBILITIES



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