CASE STUDY

PUR

Designing trust into an everyday object.



THE PROBLEM

When Recovery Engineering brought its water-purification expertise into the home, consumers faced a basic question: **how do I know when my filter is no longer working?**

THE OPPORTUNITY

To make an invisible technical condition - filter life - immediately understandable, while creating a compact object that felt natural in the kitchen.

The problem was not simply clean water.

THE DESIGN SOLUTION

Put the complexity inside the produc

Flowing water powered a small turbine and gear trai that mechanically tracked cumulative use and advanced a visible filter-life indicator.

At the cartridge's end of life, the mechanism physica.., stopped the filtered-water stream. Replace the cartridge, and the system reset itself.



CASE STUDY

THE ENDURING LESSON

Put the complexity inside the product, and give the user clarity.



MAKE THE INVISIBLE VISIBLE

The indicator and shutoff translated filter life into something the user could see and feel. The product communicated its condition through its own behavior.

A BEHAVIOR, A FORM, A LANGUAGE

The soft, compact, approachable form deliberately avoided the look of technical water-treatment equipment. The design language has proven remarkably durable and is still visible in PUR products today.

BUILD TO LEARN

Prototypes, consumer research, weekly focus groups, manufacturing development, tooling, and iteration evolved together. Technical performance was only part of the job; people also had to understand and trust what they were seeing.

The breakthrough was mechanical. The experience felt almost invisible.



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