



HUROM

2nd Generation

HUROM™

The Development Story

2nd Generation



Original Technology Researched in the Extraction Field Over 40 Years

Our know-how achieved from 40 years of research & development of optimal juice extraction for health



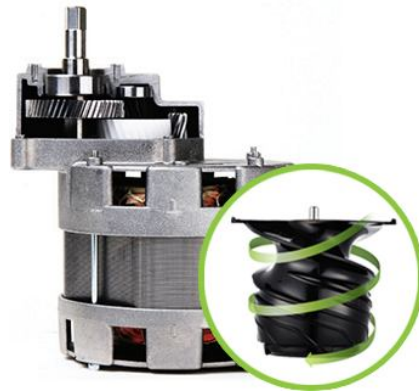
Creative Technical Realization Based on Customer Opinion

Reflect existing customers' opinions
Product development through continuous R&D
to create a more natural product

Advanced Technology of the 2nd Generation HUROM



**Two Blade Auger
(Squeezing Screw)**



**AC Motor
(40 RPM)**



**Addition of Control Lever
Function**



2nd Generation Strainer



Advantages of the 2nd Generation HUROM

Increase in Squeezable Amount

Juice amount increased from creating a two-hand squeezing effect



Closer to Nature

Closer to nature by further reducing the motor speed to half



Control Lever

The control lever helps you adjust the thickness of your juice to your liking



Easy Use

A simplified strainer helps easy assembly and cleaning



HUROM's Upgraded Technology

Squeezing Speed

The 2nd Generation Motor

Commercial juicers have RPM of 8,000 to 15,000. However, HUROM has a slow squeezing speed of 80 RPM which preserves the taste and nutrients and makes the juice closer to nature. The 2nd Generation HUROM has an even more advanced 40 RPM motor which minimizes stress on ingredients.

Fast Juicer



8,000~15,000 RPM

1st



80 RPM

2nd



40 RPM

HUROM's Upgraded Technology

Auger

The 2nd Generation Auger(Squeezing Screw)

The new auger squeezes more juice with two blades which helps stabilize the use of the product.

The simplified bottom structure allows for easier cleaning.

Patent No. 1365503
(Auger + Upper parts of brush assembly)

1st

80_{RPM}

1st Generation Auger
(Squeezing Screw)

"One Blade"

Ingredients might be
Compressed to one side.



2nd

40_{RPM}

2nd Generation Auger

"Two Blades"

Minimizes the possibility
of ingredients being
compressed to one side.



Complicated bottom structure was
difficult to clean thoroughly



Simplified bottom structure
for easy cleaning

HUROM's Upgraded Technology

Control Lever

Control Lever

A new lever system adjusts internal pressure of chamber, which makes optimal extraction and both the amount of residue left in the juice and the amount of pulp

Patent No. 13736083
(Pulp outlet structure improvement)

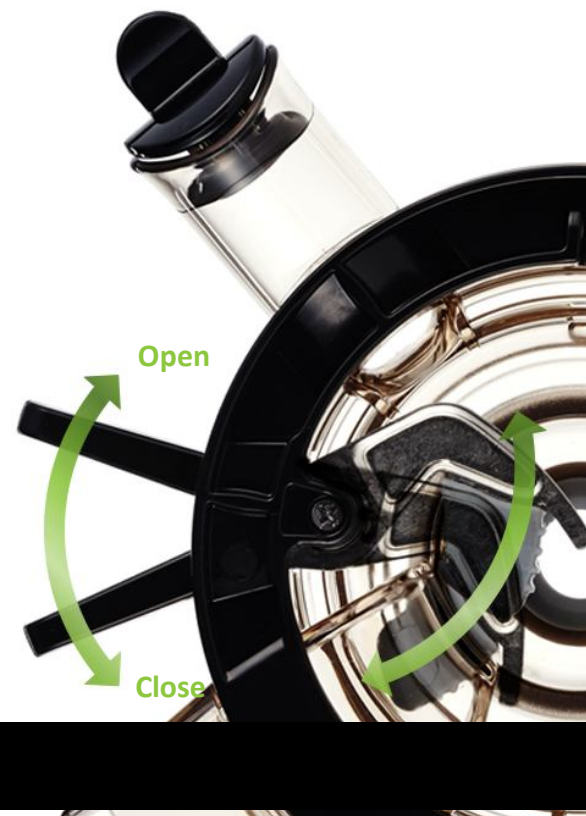
1st

After assembly, the packing control becomes difficult.

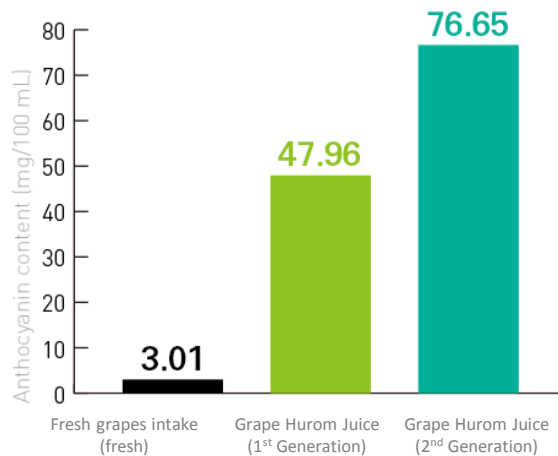


2nd

Nutrition from seed and peel can be squeezed well by a new control lever system.



<Anthocyanin in grapes>



1st < 2st (60% higher)

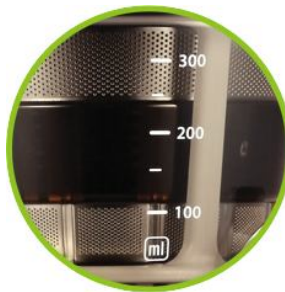
HUROM's Upgraded Technology Chamber

The 2nd Generation Chamber

Simplified chamber structure allows easy assembly and cleaning.
The 1.6 times larger sized chamber can hold more juice.



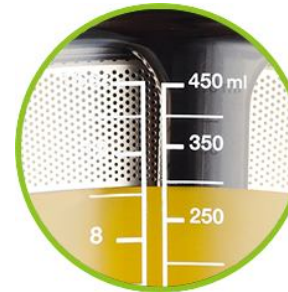
1st



The middle gear

Chamber Capacity: 350ml

2nd



Simplified chamber is easy to assemble and clean.

Chamber Capacity: 500ml

1.6 larger capacity can hold more juice in the chamber

HUROM's Upgraded Technology

Cap

Juice Cap

Making mixed and customized juice became easier with the juice cap.

The cap helps adjust the amount of juice extracted from the chamber and prevents juice from leaking out accidentally.

2nd



Juice Cap

The juice cap helps mix ingredients inside the chamber. It also allows for more hygienic use by easier cleaning and the prevention of leaks.



HUROM's Upgraded Technology Strainer

The 2nd Generation Strainer

The ingredient pressure points are moved to the bottom of the strainer. The efficiency of extraction increases by simultaneous compression and extraction. The simplified strainer is easy to clean and assemble.

Patent No. 1343599
(Cutting blades located at the bottom of the strainer)

1st

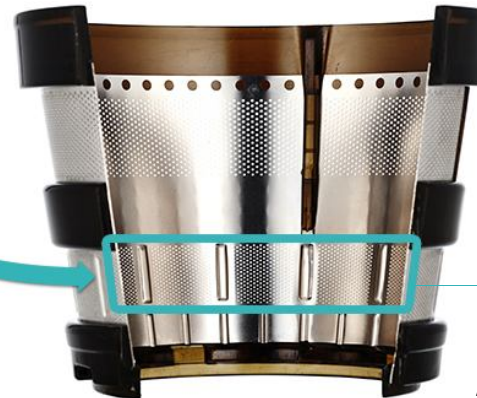
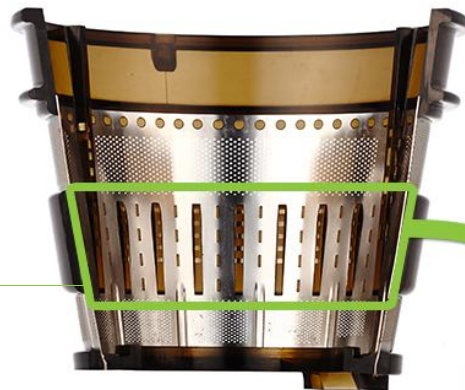


2nd



**Ingredient
Pressure Points**

In the middle of the strainer



**Ingredient
Pressure Points**

At the bottom of the strainer

HUROM's Upgraded Technology

Strainer

The 2nd Generation Strainer

The ingredient pressure points are moved to the bottom of the strainer. The efficiency of extraction increases by simultaneous compression and extraction. The simplified strainer is easy to clean and assemble.

Patent No. 1343599
(Cutting blades located at the bottom of the strainer)

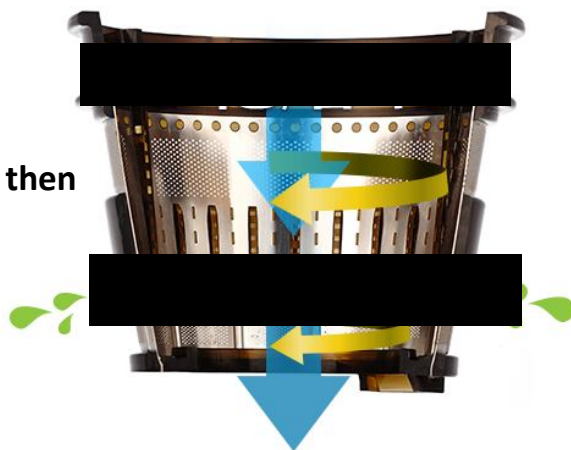
1st



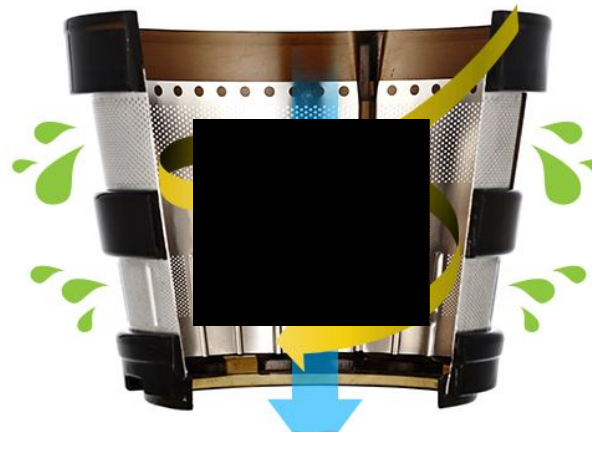
2nd



Move/compress and then extraction/discharge



Extraction efficiency increased Move/compress/extraction and then discharge



Discharge

HUROM's Upgraded Technology

Strainer

The 2nd Generation Strainer

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1st

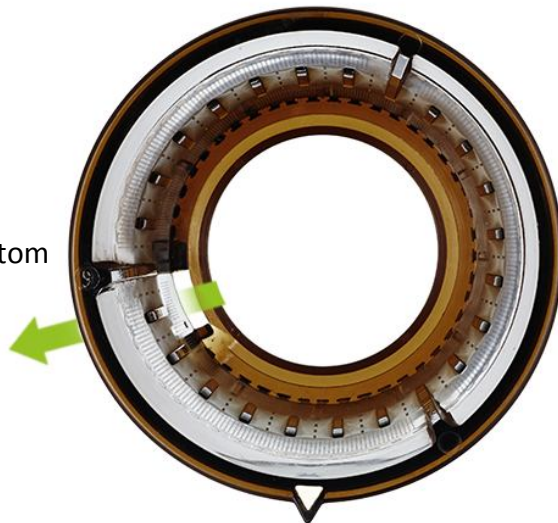


2nd



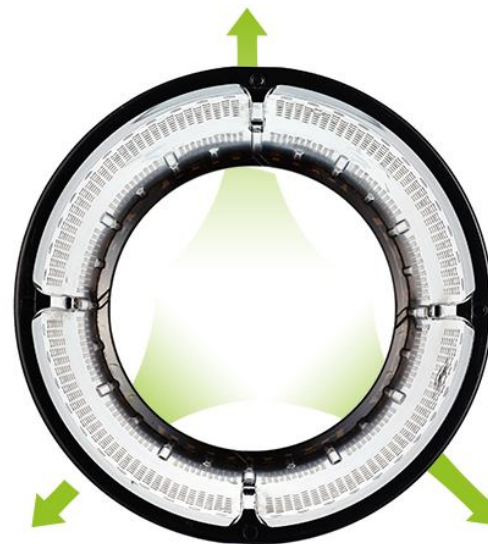
Pulp Outlet

Pulp Outlet at the bottom of the strainer was not easy to clean



Removed Pulp Outlet

Simplified strainer structure allows for easy cleaning and assembly.



HUROM's Upgraded Technology

Spinning Wiper

The 2nd Generation Spinning Wiper
2 more silicon brushes and side brushes
help mixing ingredients and cleaning easier.

1st

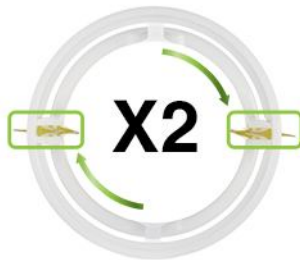


1st Generation

Bumps on the bottom of the middle gear made it difficult to clean



2 Brushes



Silicon Brush

2nd

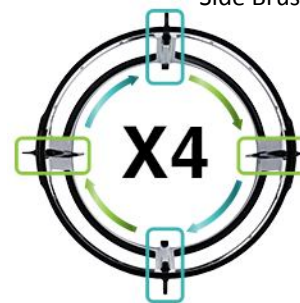


2nd Generation

No bumps on the bottom makes for easy cleaning



Side Brush



2 Main brushes with 2 side brushes

2 Side brushes helps mixing ingredients and easier cleaning.



HUROM's Upgraded Technology

Spinning Wiper

The 2nd Generation Spinning Wiper
2 more silicon brushes and side brushes
help mixing ingredients and cleaning easier.

1st



2nd



2nd Generation

Easily mix high viscosity ingredients inside of chamber.

(Prevention from back flow)

