

COWAY

Pure Water, Clean Air





About Us

Coway is a home appliance manufacturer from South Korea that was founded in 1989.

Coway presents products to support a clean and healthy lifestyle with superior products, namely water purifiers and air purifiers.

Coway Indonesia has been present since 2019 to improve the quality of life of the Indonesian people.

Vision

Best Life Solution Company

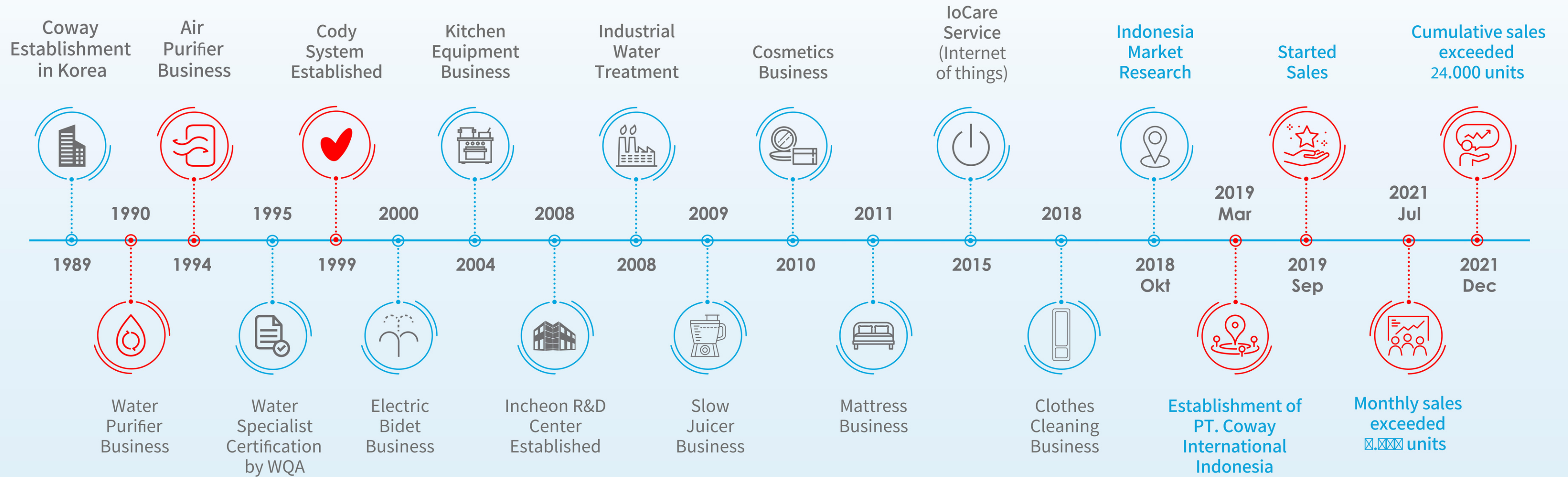
Mission

Innovate to Create a Health and Comfortable Environment



Coway History

Coway has grown to be a leader in the water purifier and air purifier industry in South Korea over the past 33 years. Our business now expanded from kitchen to living rooms, bathrooms and bedrooms customer needs.



Coway Profile

“Coway, South Korea No.1
Water & Air Purifier Company”

Corporate Governance

100%

28,394 shares issued

Number of Employees

250~300

Address

South Quarter Tower A, Lantai 8, Jl. R.A. Kartini No.8
Cilandak Barat, Kec. Cilandak, Jakarta Selatan, 12430

Web Site

www.coway.id

Coway is a leading provider of household appliances that aim to improve your quality of life. We firmly believe that clean water and healthy air should be accessible to everyone, which is why we specialize in manufacturing water and air purifiers.

Since our establishment in South Korea in 1989, Coway has maintained its number-one position in terms of market share, brand trust, and sales. We have expanded our reach to various countries, including Malaysia, Thailand, Vietnam, the USA, China, and most recently, Indonesia.

As leaders in the water and air purification industry, we are committed to providing top-notch products and services that are both effective and efficient. Our advanced technologies are developed and continuously improved upon at our R&D center in Korea, where our team of experts works diligently to stay ahead of the curve and meet the evolving needs of our customers.

Access to pure water and clean air is not a luxury, but a basic necessity for a healthy lifestyle. That's why we have made it our mission to make our products accessible to everyone. Our goal is to be the 'Best Life Solution Company' and 'Innovate to Create a Healthy and Comfortable Environment.'

At Coway, we believe that our success is linked to the well-being of our customers and the communities we serve. That's why we are dedicated to providing our customers with the best possible service and support through our 'Heart Service' team of experts, including Coway Lady (Cody) and technicians who ensure that our valuable customers' air and water purifiers are working optimally.

Moving forward, we remain committed to advancing our technologies and expanding our reach so that more people can benefit from our life-changing solutions. With a steadfast commitment to innovation and excellence, we will continue to set the standard in the water and air purification industry, positively impacting Indonesian society.



Tony Cho

**President Director
Coway Indonesia**

Why Choose **COWAY**?

Product Certifications



WQA Water Quality Inception Center for water purification and filtration



The first standart RoHS testing institute certified by TUV-SUD



1010-10/2012 HALAL Certified by JAKIM



Air Purifier Filtration Performance Certification by Korea Air Cleaning Association



The ECARF Quality Seal is a seal approval that is intended to aid in the selection products suitable for use by allergic consumers



Coway can say Coway Air Purifier with HEPA filtration system can filter 0.01 micro-meter super tiny particle in the air based on KCL certification

Brand Awards



2019 No.1 Industry Brand Power of Korea (K-BPI)

No.1 Water purifier brand For 21 consecutive years (1999-2019)

No.1 Air purifier brand For 17 consecutive years (2003-2019)



2019 CES Innovation Award

Coway has received CES Innovation Award For 4 consecutive years (2016-2019)

CES is the biggest home appliance and electronic Device exhibition in the world

Design Awards



iF Design Award Germany

The world's largest Design Award hosted by the "International Design Forum" with 50 years of history



Red-dot Design Award Germany

54 year old international Design Award hosted by the German Association of "Design Zentrum Nordrhein Westfalen"



IDEA (International Design Excellence Award) USA

Design Award co-hosted by the American Industrial Design Association "IDSA" and the world's largest weekly economic



Japan Good Design Award Japan

Japan's highest authority design certification system hosted by the Japan Industrial Design Promotion Agency



PLUS X AWARD*

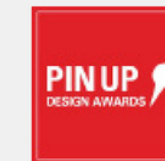
Plus X Design Award Germany

European New Design Award hosted by Medai Society Networks in Germany (design entries until 2011)



GOOD DESIGN Award Korea

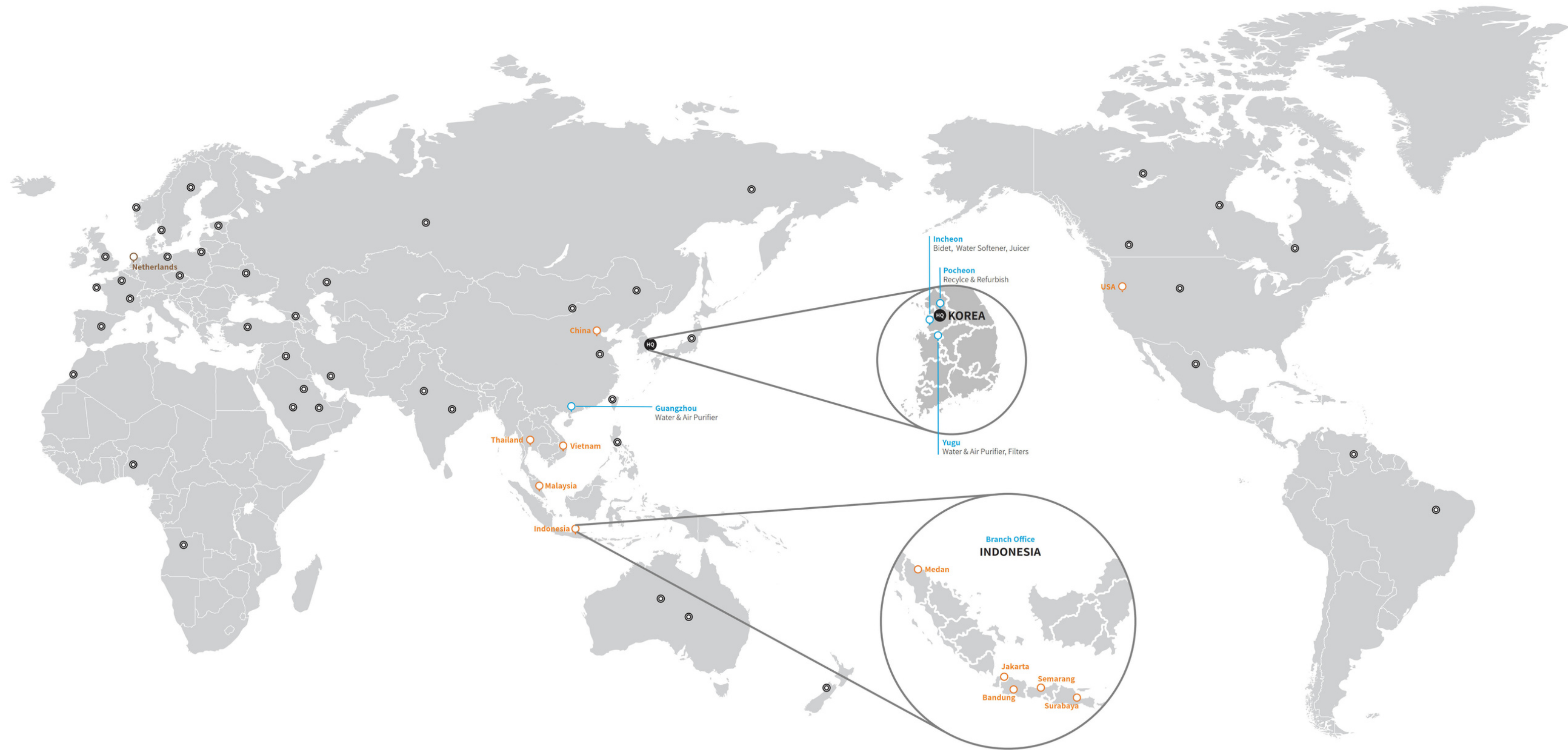
Korea's best design certification hosted by the Ministry of Trade and organized by the Korea Institute of Design Promotion (KIDP)



PIN UP Design Award Korea

Korea Design Competition hosted by the Korea Association of Industrial Designers (KAID) and ponsored by the Ministry of Trade

Global Network



Coway has grown to be a leader in the water purifier and air purifier industry in South Korea over the past 30 years and is certified **Water Specialist by WQA.**

- H Headquarter and R&D Center in Korea
- R DSQ Center in Guangzhou, China
- L Logistic Center in Netherlvands
- S Subsidiary in 5 continent
- F 4 Manufacture Plant
- 40 Global Partner

MANUFAKTUR

Yugu Plant

Pabrik pembuatan pemurni air, pemurni udara dan filter-filternya

Incheon Plant

Pabrik pembuatan bidet, water softener, dan produk lainnya.

Pocheon Recycling Centre

Pabrik pengolahan refurbished dan daur ulang produk.



Our Commitment

Coway's first R&D centre was established in 1993 and a year later, production of our very own products was carried out. The research and development is primarily focused on delivering customer satisfaction and consumer convenience. In 2022, Coway Indonesia establishes a Water Quality Laboratory partnership with ITB University. This laboratory's purpose is to check customer's water quality in Indonesia, these data will be used for research and development of products that meet Indonesian customer's needs.

RECOGNIZED WORLD-CLASS TECHNOLOGY LABORATORIES IN R&D

Electrical Safety



UL
North American (US, Canada) electrical safety test



ETL
North American (US, Canada) electrical safety test



ENEC 17
European certification mark



IEC
International scheme for trade in electrical equipment



TÜV Rheinland
Electrical safety test

EMC



RCM
Regulatory compliance mark



NEMKO
Electromagnetic compability



Energy Star

Energy Efficiency

Korean Laboratory Certified



KOLAS
Coway is an international testing institute accredited by the Korean Laboratory Accreditation Scheme (KOLAS).



Ministry of Environment of South Korea
Drinking water quality Test Laboratory certified by Ministry of Environment



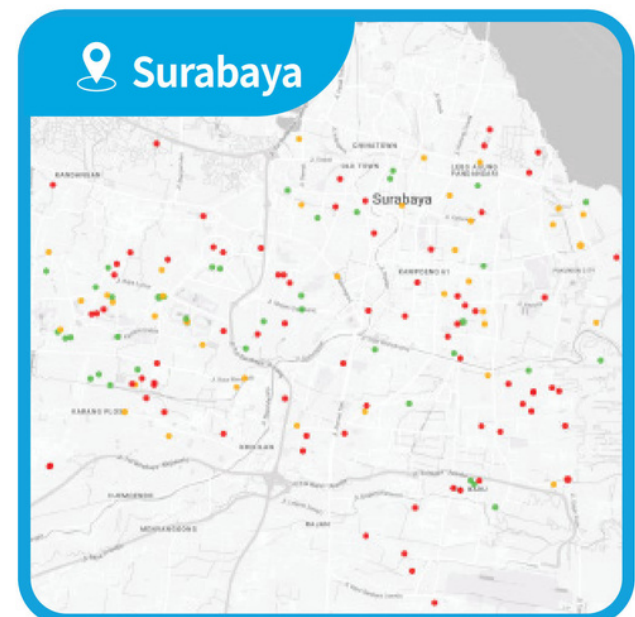
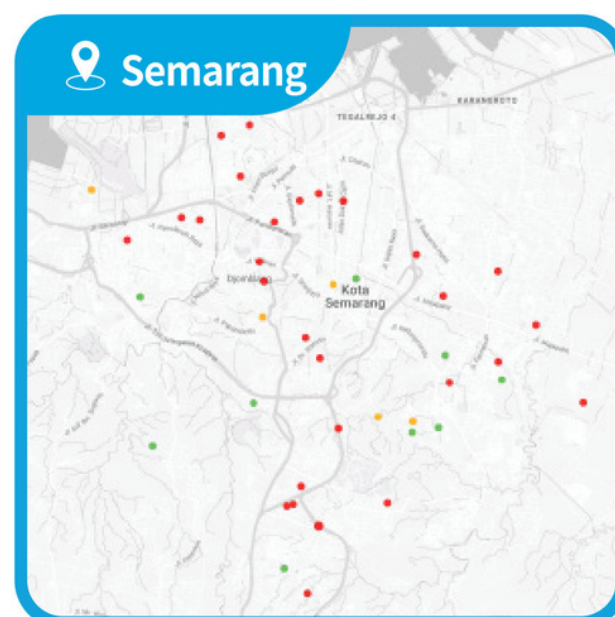
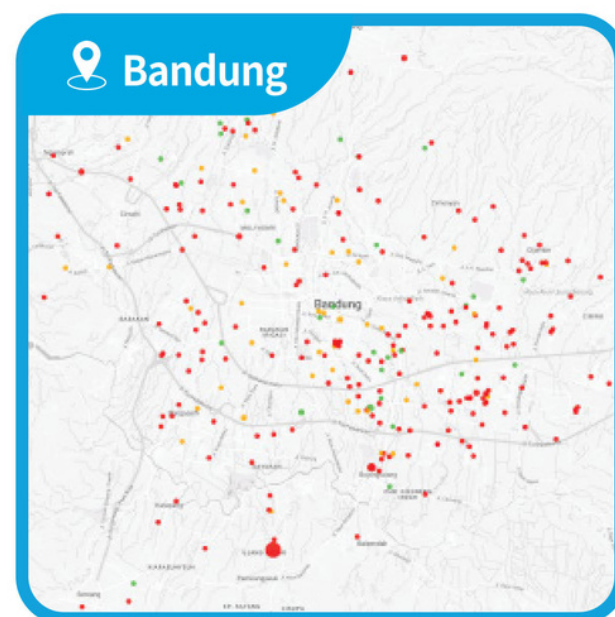
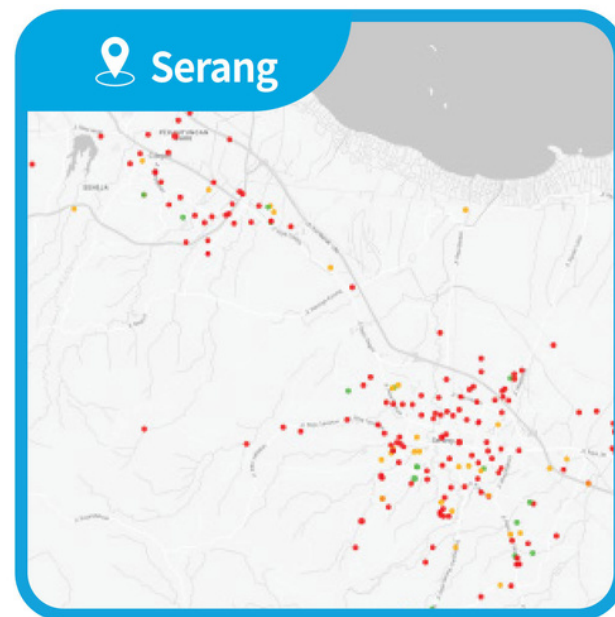
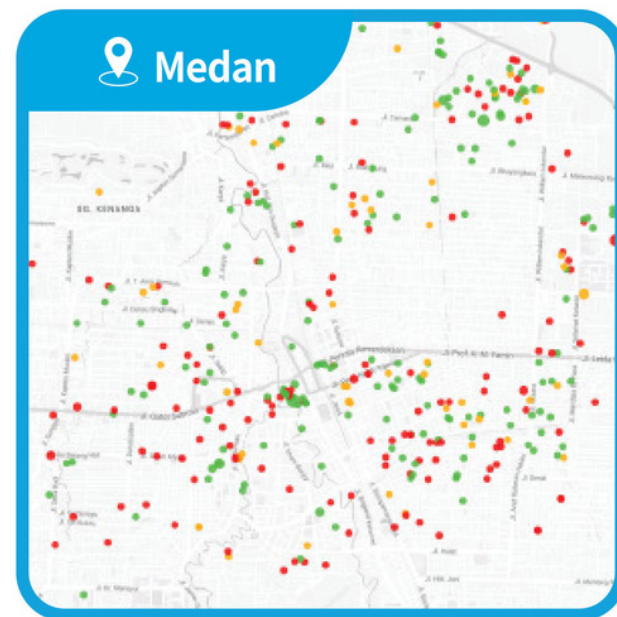
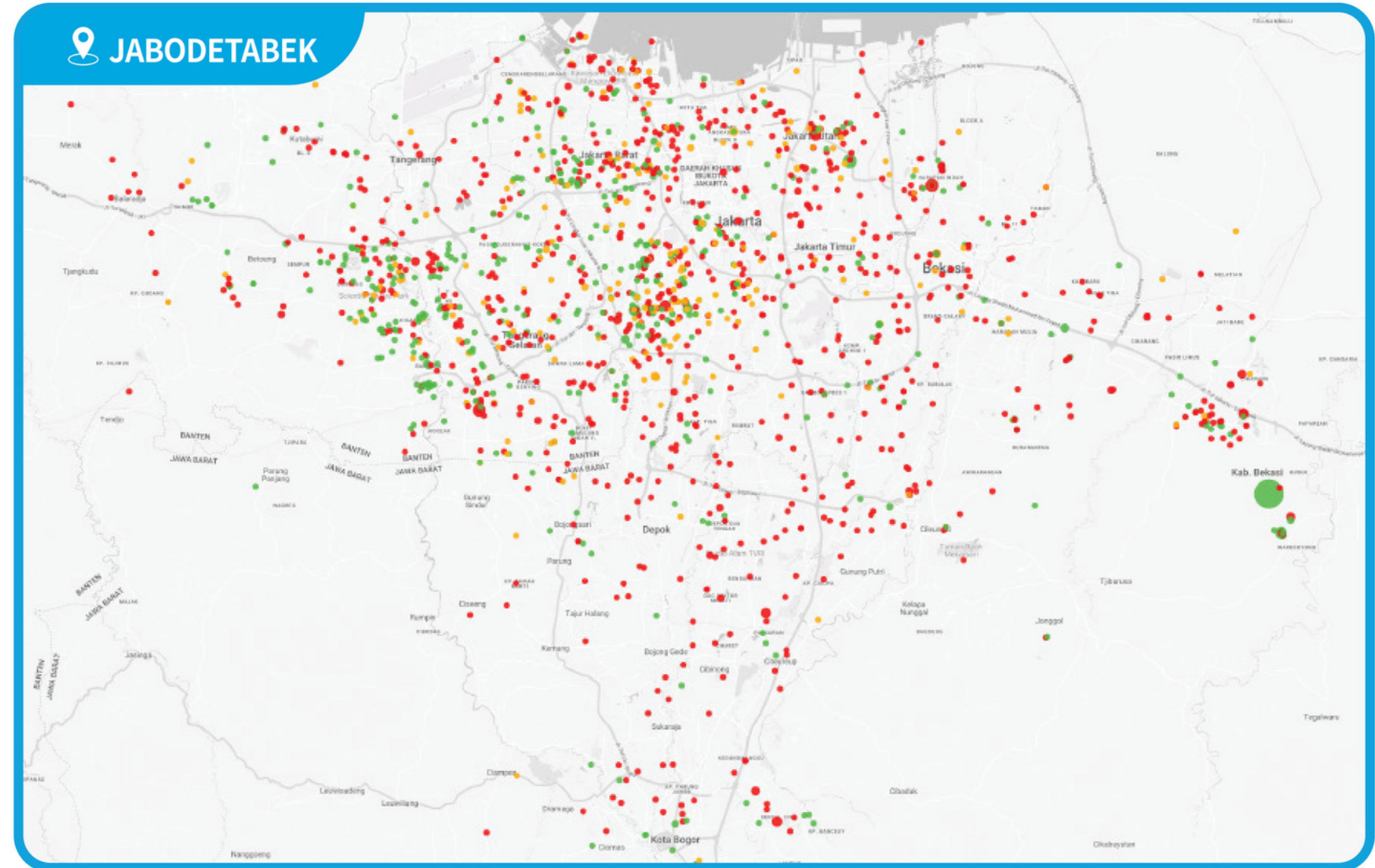
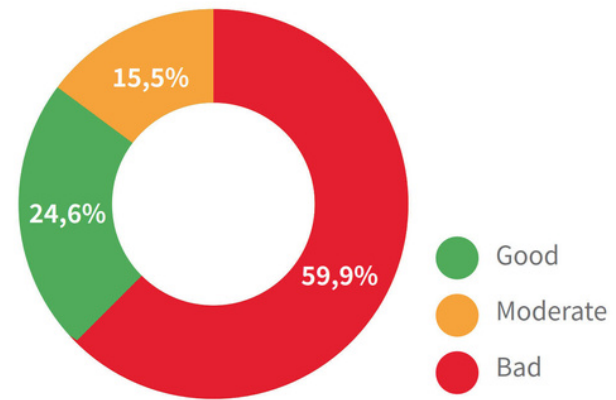
Coway own the largest water and air purification R&D Center in South Korea and the world. Coway Indonesia presents international standardized technology developed by the Coway South Korea R&D Center.

Consumer Water Map

The water test data was carried out by Coway to provide awareness to customers about quality of water in the customer's home before installing the water purifier. World water quality database has been created by Coway Global since 2006 to develop Coway water purifier products and improved the life quality.

Water Purifier Installation
10.239
* per March 2023

Consumer Water Profile





Coway Advantage

Health Planner

Health Planner help you to choose the right product as well as provide a detailed explanation of all the services.

CODY

Coway Lady (CODY) will visit customer for maintenance, product sanitation, and filter replacement every 2 months.

Coway Technician

Coway Technician (CT) will perform product delivery and installation.

Customer Service

Customer Service will help guide you from installation schedule to answering your question regarding Coway Product and Service.

PRODUK BAGUS SEMAKIN BAGUS DENGAN SERVIS TERBAIK

Tidak hanya menyediakan servis perawatan untuk setiap produk Coway yang dibeli, Coway Lady (Cody) juga menawarkan perawatan terbaik yang dilakukan setiap dua bulan sekali.



HEART SERVICE



HICARE Alat Sanitasi Inovatif

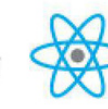


Rahasia Perawatan yang Higienis dan Bersih

Teknologi elektrolisis air canggih yang diuji oleh Korea Conformity Laboratories (KCL) untuk sanitasi produk dan menghilangkan bakteri dan mikroorganisme secara efektif.



Pertama di Indonesia dan diperkenalkan oleh Coway



Teknologi tinggi yang digabungkan menggunakan bahan pembersih yang tidak berbahaya



Bebas bahan kimia



Kinerja pembersihan yang kuat

KENAPA DIBUTUHKAN PERAWATAN SETIAP 2 BULAN?

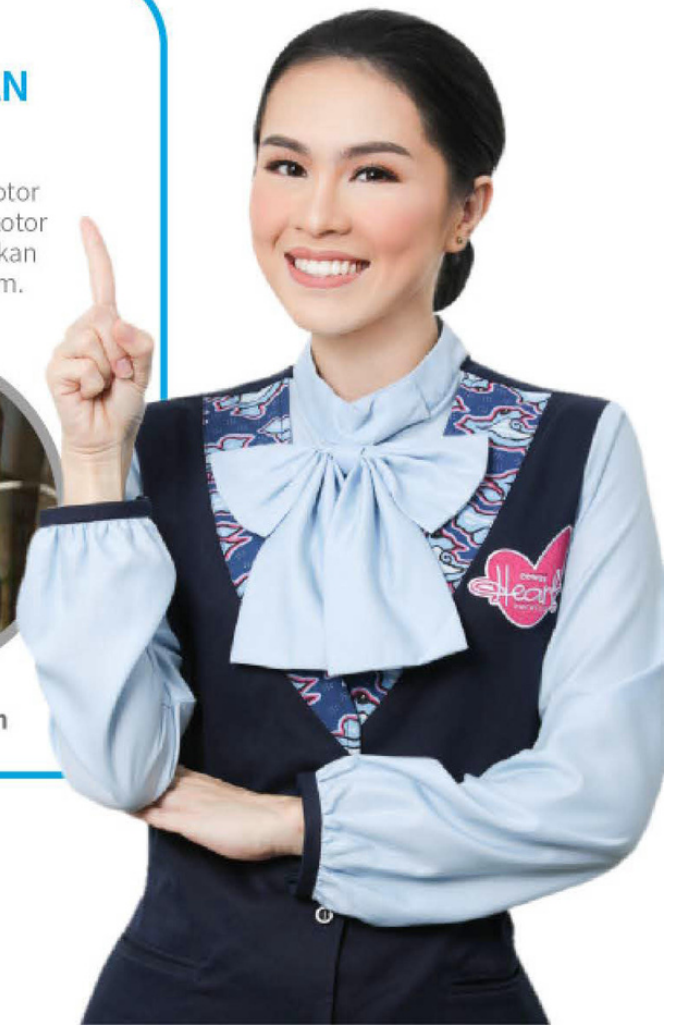
Tanpa perawatan rutin, Anda hanya akan meminum air kotor yang dihasilkan melalui filter kotor. Filter dapat menjadi kotor dalam waktu singkat. Oleh karena itu, servis rutin diperlukan untuk memastikan kebersihan dan ke higienisan air minum.



Sebelum



Setelah 2 bulan



COWAY Product Line

Water Purifier



CINNAMON
(P-6320R)

Minimalist Design
Space Saving
Energy Saving



NEO PLUS
(CHP-263L)

Smart Size
Energy saving
Light Sensor



OMBAK
(CHP-7310R)

The Purest Water
Smart Design
Smart Saving



VILLAEM II
(CHP-18AR)

Lighten your Wallet
Lighten your Worry
Lighten your Effort



CORE
(CHP-671R)

Enhance your Profit
Enhance your Capacity
Enhance your Health

Air Purifier



TORNADO
(AP-1520C)

RBD Plasma & Ioniser
PM2.5 Indicator
Futuristic Design



TRIPLE POWER
(AP-2318D)

4 Step HEPA Filter
3 Way Cleaning
Elegant Design



STORM
(AP-1516D)

Wide Air Flow
Maximum Purification
Haze Mode



BREEZE
(AP-1018F)

4 Step HEPA Filter
Eco Mode
Slim Design



NOBLE
(AP-2021A)

Modern Visual
4D Filter 360°
Customize Filter



CARTRIDGE
(AP-1019C)

Aesthetic look
3 Step Filtration
Easy self cleaning

COWAY Filtration System

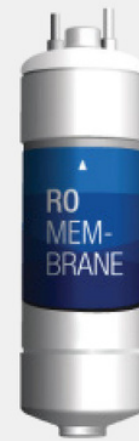
Water Purifier



Neo-Sense Filter

Plus Sediment + Pre-Carbon Filters
Material : Polyethylene, Coconut Shell (block)
Lifetime : 6 Months

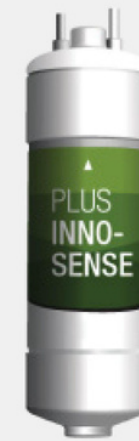
Removes chlorine, harmful particulates, Volatile Organic Compounds (VOCs), sand and rust.



RO Membrane Filter

Material : Polyamide, Polysulfone
Lifetime : 24 Months

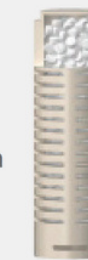
Removes heavy metal contaminants, hazardous compounds, microbes and also radioactive substances.



Plus Innosense Filter

Post Carbon + Fine Filters
Material : Polyethylene, coconut shell (block), dan coconut essence
Lifetime : 18 Months

Removes heavy metal contaminants, harmful compounds, microbes and also radioactive substance.



Anti - Bakterial Filter

Material : Clay
Lifetime : 12 Months

Prevent breeding microorganisms in water.

Air Purifier



Pre Filter

Antibacterial Material

- Big Particles
- Hair
- Big Dust
- Animal Fur

Fine Dust Filter

Fine Dust Filter

- Small Particles
- Bacteria
- Fine Dust
- Mold

HEPA Filter

Micro Particle Filter

- Virus
- Bacteria
- Fine Dust
- Cigarette Smoke

RBD Plasma Filter

Fungus & Germ Filter

- Aspergillus Nigermund
- E.Coli

Catalyst Filter

Hazardous Gas Filter

- Formaldehyde
- Toluene Xylene
- VOCs

Deodorization Filter

Gas Filter

- Food Odour
- Bad Odour
- Hazardous Gas

Coway Customers



International
Labour
Organization



World Health
Organization



coway × BTS

MILIKI PEMURNI TERBAIK



coway

@ coway_id

Coway Indonesia

@officialcowayid

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