

Profile

📍 Tecomen Factory: Tu Ho Hamlet, Yen Phu Commune,
Yen My District, Hung Yen Province, Vietnam

📍 Head Office: 6th & 7th Floor, Hudland Tower,
No. 6 Nguyen Huu Tho Str., Hoang Mai Dist.,
Hanoi, Vietnam

🌐 Website: <https://karofiglobal.com>

✉ Email: sales@karofiglobal.com

☎ Hotline: +84 837748966



**THE LARGEST WATER PURIFIER MANUFACTURER
IN SOUTH EAST ASIA**

KAROFI®

THE EXPERT IN WATER PURIFICATION
ENSURE YOUR HEALTHY LIFE



ERM

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MISSION

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MISSION

To protect and enhance well-being in the air and water environments of our beautiful green planet.

CORE VALUES



Constant
Innovation



Customer
Orientation



Outstanding
Commitment

VISION

Global future

2040: Top 3 corporations in water and air treatment industry

Social impact

Create jobs and support communities.
Contribute to economic growth.

Improve the environment

Develop energy-saving products,
reduce waste and scrap.

Increase efficiency in using input
materials.

Enterprise value

Strategic management is linked to sustainable
development goals, enhancing value for sharehold-
ers, suppliers, employees and customers.

Apply domestic and international
management standards.



About Us

Karofi has been a leading water purifier manufacturer in Vietnam since 2006.

We own the largest water purifier factory in Southeast Asia, establishing it as one of the region's premier home appliance manufacturing facilities.

With a total area of up to 40,000 square meter, equipped with super modern, high-tech machinery systems, and a team of talented staff capable of producing up to 8 million products in a year. Karofi is ready to fully meet the strict requirements of the market to help consumers feel secure and live healthy lives.





Karofi has always been the most trusted and beloved brand among Vietnamese customers in our mission to "Protect health, enhance well - being, and improve life quality in the water and air environment on our beautiful planet".

By continuously affirming our leadership, ensuring strong growth, and delivering real value to the community, Karofi is committed to spearheading innovation and staying at the forefront of sustainable development.

COB/CEO

Nguyen Thy Phuong



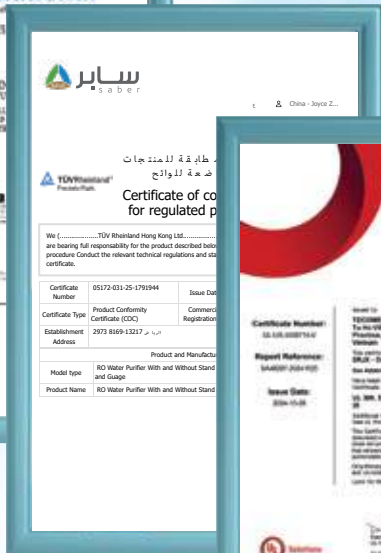
AWARDS 4 PRESTIGIOUS CERTIFICATION



KAROFI CERTIFICATIONS



Certified by the National Science Foundation (NSF) for safe drinking water.



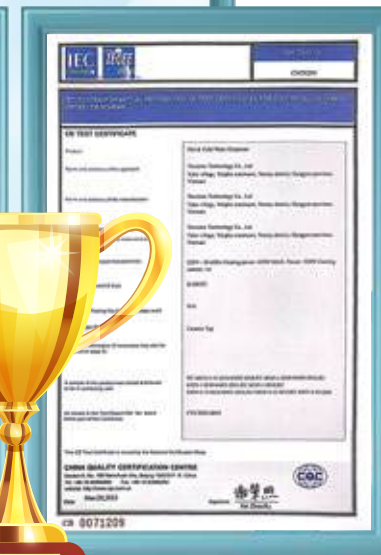
Verified Saudi quality and safety standards.



Issued by Underwriters Laboratories (UL), a global safety science company



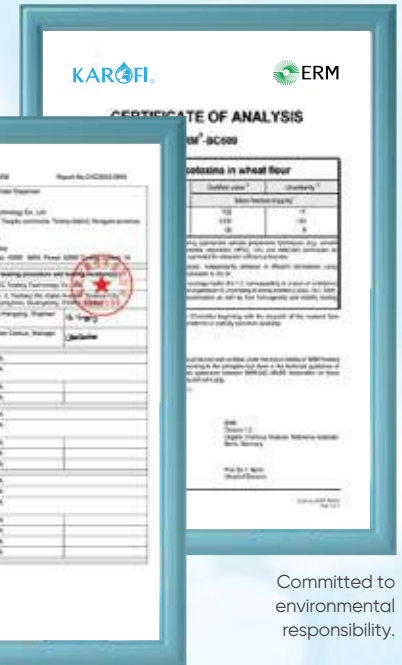
Verified company compliance with international standards.



Verified electrical safety compliance.



Certified for safety, quality, and sustainability.

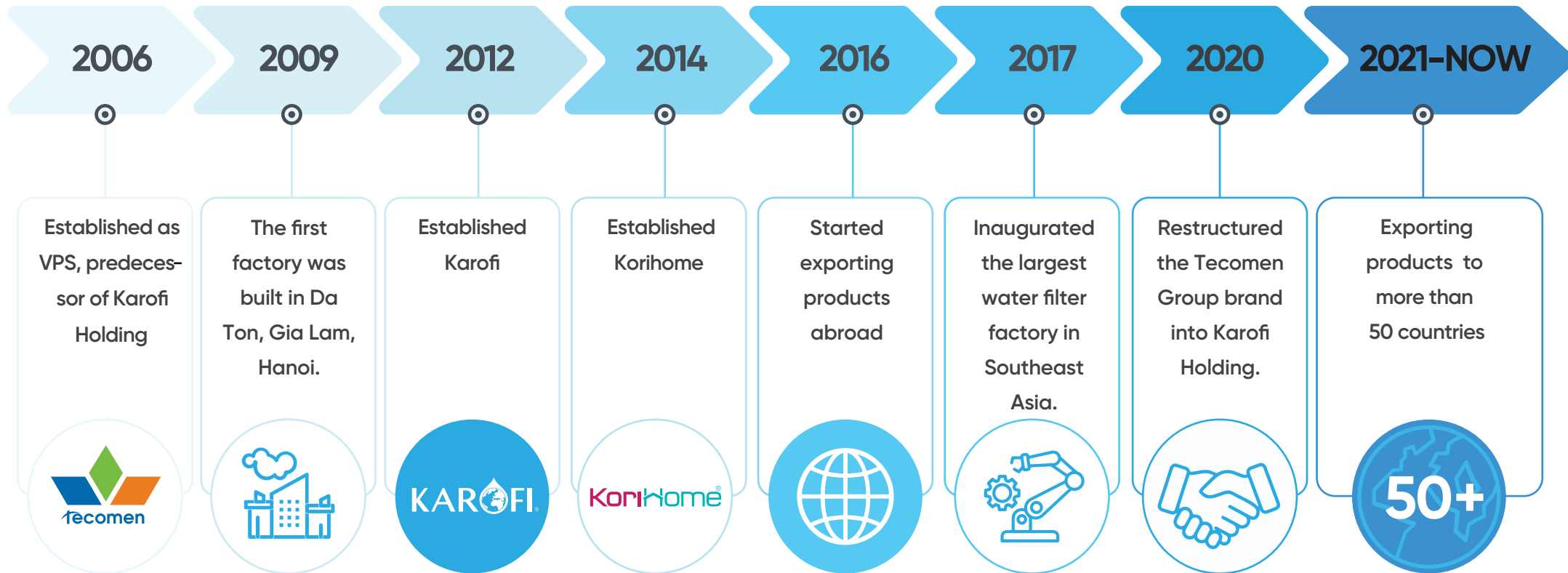


Committed to environmental responsibility.

Tested and verified to meet the standards set by the International Electrotechnical Commission (IEC)



KAROFI'S HISTORY

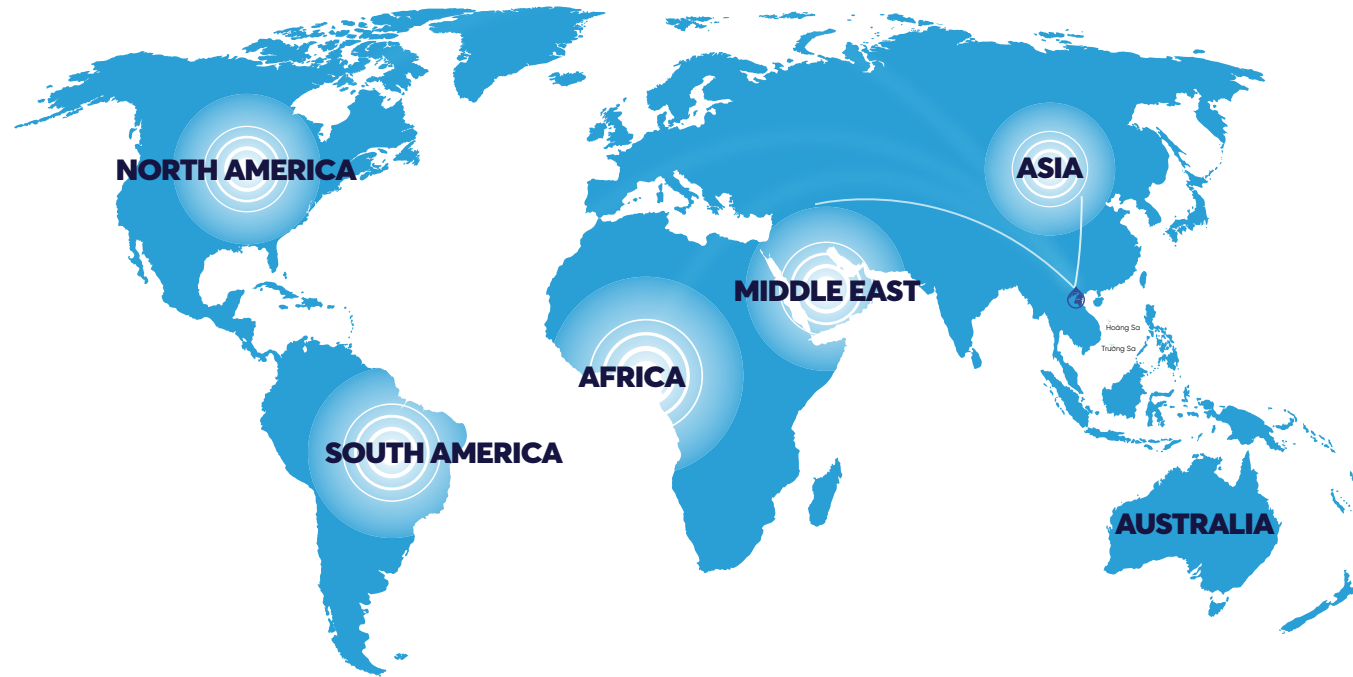


Large Market Scale

International Market:

Exporting to more than 50 countries, including large and demanding markets such as the US and Saudi Arabia.

Meeting international quality standards, Karofi products are highly appreciated for their durability and effectiveness.



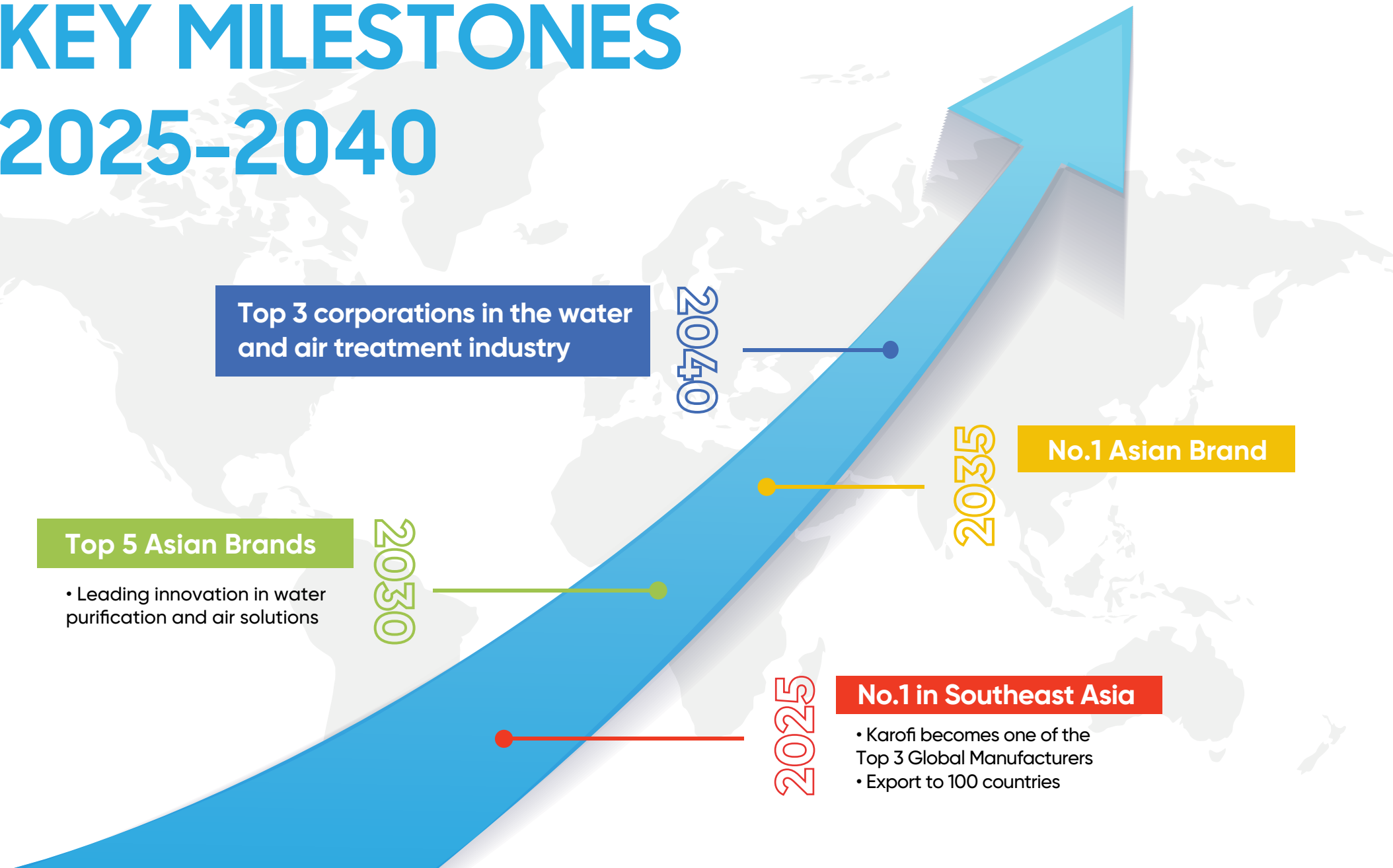
Available above

50 NATIONS

worldwide



KEY MILESTONES 2025-2040



Breakthrough



Pioneered by Karofi

ALKALINE HYDRO-ION WATER PURIFIER

ELECTROLYSIS TECHNOLOGY

MODERN HYDRO-ION

See the process of creating real Alkaline Hydro-ion

ELECTRODE PLATE WARRANTY
UP TO 5 YEARS

USAGE TIME
UP TO 10 YEARS

ELECTROLYSIS TECHNOLOGY

ALKALINE DIREK

Youthful and healthy every day with 3 alkaline pH levels 8.0-9.5

LOW ALKALINE
pH ~ 8.5

MEDIUM ALKALINE
pH ~ 9.0

HIGHT ALKALINE
pH ~ 9.5



Pioneered by Karofi

AiOTec TECHNOLOGY

A smart technology that connects Karofi water purifiers to users' smartphones, allowing real-time monitoring of water purity through a displayed purity index for complete daily water quality control.



HIGH-PERFORMANCE PRE-FILTER SMAX PRO V 1,2,3

SAVE UP TO 50% FILTER REPLACEMENT COST

INCREASES SURFACE CONTACT AREA BY 3 TIMES

INCREASES FILTRATION EFFICIENCY BY 2 TIMES

DOUBLE LIFETIME



Large Market Scale



Water Filtration Industry

Present at



**63 PROVINCES
AND CITIES**



3000+

The largest electronics
supermarket nationwide



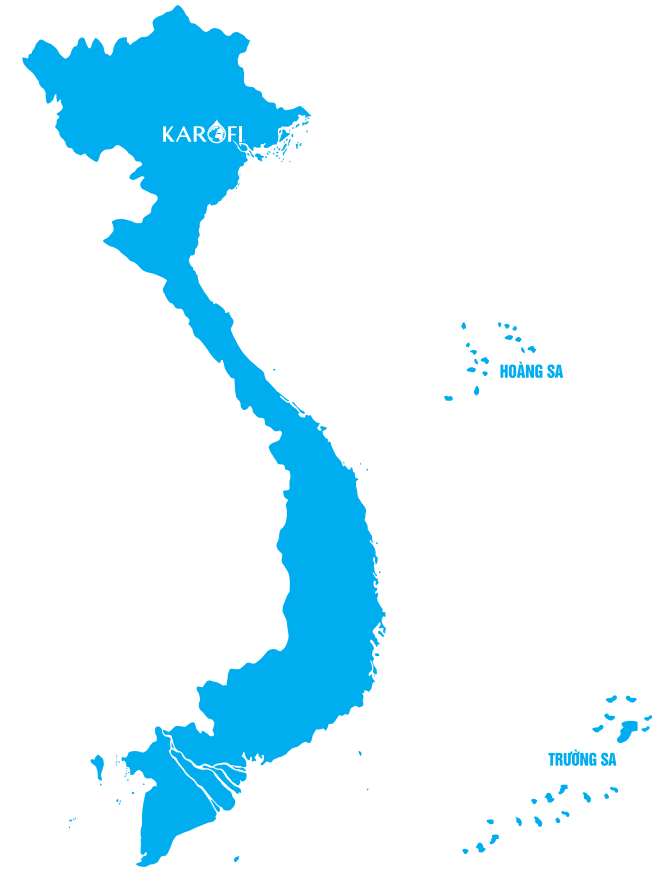
8000+

Agent/Distributor
nationwide



800+

Sales staff
excellent nationwide



BUILD UP BRAND AWARENESS

MAIN ACTIVITIES



FEATURE PRODUCTS

HYDRO-ION ALKALINE WATER PURIFIER



KAE-S88 PROMAX



KAE-S86



KAD-X68



KAD-N69

FEATURE PRODUCTS

FLOOR STANDING RO WATER PURIFIER



KAQ-D36S



KAQ-X16

HOT & COLD WATER DISPENSER



HCV208



HCV351

FEATURE PRODUCTS

UNDERSINK RO WATER PURIFIER

**KAROFI KAQ-U98
UNDERSINK WATER PURIFIER**



**KAROFI KAQ-U99
UNDERSINK WATER PURIFIER**



**KAROFI KAQ-U05 PRO
UNDERSINK WATER PURIFIER**



**KAROFI TRADITIONAL
UNDERSINK WATER PURIFIER**



FEATURE PRODUCTS

HOME APPLIANCES



INFRASTRUCTURE



THE LARGEST WATER PURIFIER MANUFACTURER IN SOUTH EAST ASIA

 Location: Hung Yen, Vietnam

 Area: 40,000 square meter

The scale includes a research center, production workshop, warehouse, assembly area, quality control room, product experience room, training area...



**PRESENT AT
OVER 3000+**

Electronics
supermarket



**PRESENT AT
OVER 8000**

Agents/Distributors



R&D 54

New products



4,000,000

Total product per year

TECHNOLOGY & EQUIPMENT

Featuring advanced production lines, high automation, and Industry 4.0 technology.

Advanced quality control system (QA/QC), ensuring products meet international standards.



PRODUCTION AREA

1. Assembly Workshop

Area: 3,500 m²

Capacity:

Water purifiers: 3,000 units/day

Hot-cold water dispensers: 1,500 units/day

Human resources: 300 workers



2. Plastic Workshop

Area: 2,600 m²

Capacity:

Filter shell: 45,000 units/day

Spare parts: 1,045 product codes (SKUs)

Human resources: 110 workers



PRODUCTION AREA

3. Pressure Tank & Pump Workshop

Area: 500 m²

Line area: 500 m²

Warehouse area: 1,000 m²

Capacity:

Tank: 3,000 pieces/day

RO pump: 4,500 units/day

Human resources: 34 workers



5. Mechanical Workshop

Area: 1,000 m²

Capacity:

Stainless steel cabinets: 4,500 pieces/day

Human resources: 100 workers



4. Filter Workshop

Area: 1,000 m²

Capacity:

Filters: 50,000 pieces/day

Primary plastic

Human resources: 65 workers



WAREHOUSE AREA



RESEARCH AND DEVELOPMENT CENTER

Infrastructure

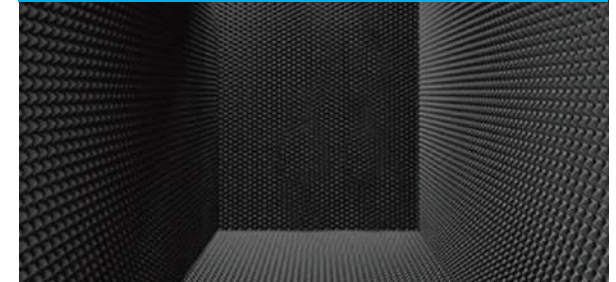
Durability Laboratory



Chemistry Laboratory



Noise Laboratory



Safety Electrical Laboratory



Environmental Testing Laboratory




Mechanics Laboratory



Electrical Laboratory



MARKET OPPORTUNITY



54%

Technological Adoption

Reverse Osmosis (RO) water purifiers held the largest market share of 54% in 2023, indicating a strong consumer preference for advanced purification technologies.



13.43%

Market Size and Growth

The global residential water purifier market was valued at approximately USD 26.56 billion in 2023 and is projected to reach USD 56.58 billion by 2029, exhibiting a Compound Annual Growth Rate (CAGR) of 13.43% during this period.



Drinking Water Awareness

Rising Awareness of Waterborne Diseases
– Consumers are increasingly aware of the health risks associated with contaminated water, leading to higher demand for water purification solutions.

Source: <https://www.techsciresearch.com/report/global-residential-water-purifiers-market/3445.html#collapsetwo>

CSR – CORPORATE SOCIAL RESPONSIBILITY



TOTAL BUDGET IMPLEMENTED MORE
25 BILLION VND



1,000,000+
PEOPLE

200,000,000+
LITERS OF CLEAN WATER

ACCOMPANYING THE INTERNATIONAL COMMUNITY

Donating water purifiers to the difficult suburbs and schools in foreign.



CSR – CORPORATE SOCIAL RESPONSIBILITY



TOTAL BUDGET IMPLEMENTED MORE
150 MILLION VND



Karofi has organized multiple charity trips to donate water purifiers, school bags, and books to disadvantaged and disabled students in remote mountainous areas.

SUPPORTING STORM-AFFECTED AREAS IN 2025

Partnered with Vietnam Law and Legal Forum to donate 12 water purifiers, 2.5 tons of food, and 400 liters of drinking water to storm-affected communities in Lao Cai





THANK YOU

HEAD OFFICE:

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