



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Pure Flow Ltd -Exclusive Online UK Distributor of Premium Korean Water Purification Systems

Online Business/ Fully Relocatable

Asking Price: £70,000

Reference: ECA-039 | Business Memorandum

Asking Price: Offers in the region of £70,000

Fully Relocatable Business

Website: <https://pureflowuk.com/>

Business Highlights

- Exclusive UK retailer for globally recognised Korean manufacturer Ruhens
- Premium range of countertop, under-sink and commercial water purification systems
- Fully operational e-commerce website
- Established supplier relationship spanning more than 24 years
- High projected profit margins
- Significant growth potential
- Low overhead business
- No premises required
- Vendor willing to provide comprehensive handover and training

Business Overview

Pure Flow Ltd is an exciting opportunity to acquire a pre-revenue e-commerce business positioned within the rapidly growing UK water filtration market.

Established in 2024, the company is the exclusive UK retailer of internationally recognised Korean brand Ruhens, offering premium residential and commercial water purification systems featuring advanced nanofiltration, reverse osmosis and UV sterilisation technologies.

The business has been developed on the foundations of a family-owned operation that has successfully represented Ruhens in the Middle East for over 24 years. This long-standing relationship provides exclusive access to a respected global manufacturer and creates an excellent platform for expansion within the UK market.

Although currently at an early stage, the infrastructure, supplier relationships, branding, website and product portfolio are already in place, enabling a new owner to focus on marketing and scaling sales.

Products

Pure Flow offers a carefully selected range of innovative water purification products including:

- Countertop Water Purifiers
- Tankless Water Purifiers
- Reverse Osmosis Systems
- Nanofiltration Systems
- UV Sterilisation Water Systems
- Replacement Filters
- Water Dispensers
- Premium Kitchen Taps

Products utilise advanced technologies including:

- Korean-engineered multi-stage nanofiltration
- Reverse Osmosis (RO)

- UV LED Sterilisation
 - NanoFACT® PLUS Technology
 - ACUVA IntenseBeam™ disinfection technology capable of extremely high microbial reduction.
-

Competitive Advantages

Pure Flow differentiates itself through:

- Exclusive UK distribution rights for Ruhens products
 - Over 24 years of supplier relationship and industry knowledge
 - Premium Korean engineering
 - Modern space-saving product designs
 - Low maintenance operating costs
 - Energy-efficient systems
 - Excellent tasting filtered water with multiple temperature options
 - Opportunity to expand into complementary products including shower filtration systems
-

Market Opportunity

Demand for premium water filtration continues to increase as consumers become increasingly conscious of water quality, sustainability and reducing reliance on bottled water.

The UK water treatment and filtration sector is expected to continue growing steadily over the coming years, supported by increasing health awareness and environmental concerns. Independent market research forecasts annual market growth of approximately 4–5% through the end of the decade.

Financial Information

This is a pre-revenue business.

Current position:

- Established in 2024
- Two organic sales completed
- Fully developed website
- Product catalogue established
- Supplier agreements in place
- Financial accounts available to serious purchasers following confidentiality agreements

Projected mature net profit margins are estimated between 15% and 25%, based upon comparable operations within the Ruhens distribution network and the owners' established overseas business. These figures are projections only and should not be regarded as guaranteed future performance.

Growth Opportunities

A new owner could significantly increase turnover through:

- Digital marketing campaigns
- SEO and Google Shopping

- Amazon Marketplace
 - B&Q Marketplace
 - Ubuy
 - Klarna integration
 - Subscription model for replacement filters
 - Commercial sales to offices and workplaces
 - Trade partnerships
 - Expansion into premium bathroom filtration products
 - Recurring revenue through maintenance and filter replacement programmes
-

Operations

- Business Type: E-commerce
 - Premises: Virtual business address
 - Trading Hours: 8:00am – 5:00pm
 - Employees: None
 - One previous part-time administrator/logistics assistant
 - No specialist technical knowledge required
 - Full training provided by the vendor
 - Typical handover period: 4–8 weeks
-

Supplier

The business currently relies upon a single strategic supplier:

Ruhens (South Korea)

The supplier relationship has existed for more than 24 years through the owners' family business and represents one of the company's strongest assets.

Marketing

Current marketing assets include:

- Fully operational e-commerce website
- Product brochures
- Direct marketing capability

Future opportunities include expansion across major online marketplaces and digital advertising channels.

Reason for Sale

The business is being offered for sale due to the owner's personal reasons and career progression.

Support

The vendor is committed to ensuring a smooth transition and will provide comprehensive training and

ongoing support following completion.

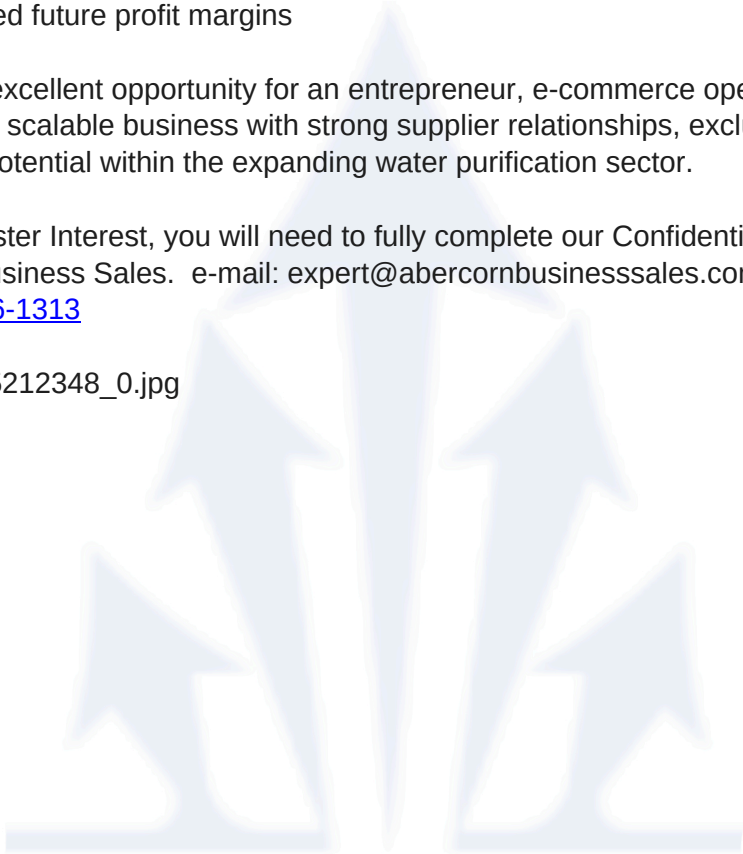
Why Buy Pure Flow Ltd?

- Exclusive UK rights to a respected international brand
- Premium products with advanced filtration technologies
- Strong supplier relationship spanning more than two decades
- Established online infrastructure
- Low operating costs
- Significant recurring revenue opportunities
- Excellent scalability
- Growing UK water filtration market
- High projected future profit margins

This represents an excellent opportunity for an entrepreneur, e-commerce operator or strategic buyer seeking to acquire a scalable business with strong supplier relationships, exclusive products and substantial growth potential within the expanding water purification sector.

Next Step: To Register Interest, you will need to fully complete our Confidentiality Agreement ,Please contact Abercorn Business Sales. e-mail: expert@abercornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

ECA-039_20260805212348_0.jpg





ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Next Steps & Contact

Abercorn Business Sales

0800 246 13 13

expert@aberncornbusinesssales.com

aberncornbusinesssales.com