COMPANY
PROFILE

pepe

CONTENTS

ABOUT THE COMPANY

THE BRAND

PEPE is derived from the combination of PEt and PErson.
It contains the meaning of a family and a precious companion who love each other.

PEPE C.I.

PEPE believes in the importance of loving our pets as our family.
We will always strive to create a 'Happy World Together With Our Pets'

PRIMARY LOGO

PANTONE 7531C
CMYK 48 52 65 22
RGB 122 103 85
#7A6855

PANTONE 7530C
CMYK 9 16 22 26
RGB 169 156 149
#A99C95

SECONDARY LOGO

PANTONE 1365C
CMYK 0 35 84 0
RGB 251 176 64
#FBB040

PANTONE 7415C
CMYK 7 33 38 0
RGB 232 178 152
#E8B298

PANTONE 5595C
CMYK 26 9 23 0
RGB 189 209 197
#BDD1C5

PANTONE 7765C
CMYK 33 21 100 1
RGB 181 176 22
#B5B016

BRAND IDENTITY

AbsFur

PANTONE 3517 C
CMYK 15 100 90 10
RGB 195 13 35
#BE1622

PANTONE 424 C
CMYK 0 0 0 80
RGB 89 87 87
#575756

Wooinu

PANTONE 3516 C
CMYK 25 100 100 0
RGB 193 38 45
#AF212F

CMYK 0 0 0 100
RGB 0 0 0
#000000

COMPANY CORE VALUES

➕ PEPE ADDS

Our approach with the perspective from both pet and person contains consideration and love in our product design and technology. Pepe adds special care and comfort.

➖ PEPE SUBTRACTS

We aim to make a safer and healthier technology as we examine our finished product once more with an honest heart. Pepe reduces the hassle and worries in life with excellent quality, performance, and reasonable prices.

✖ PEPE MULTIPLIES

We provide practical technology with modern design in our products. With this, the bond with our companions is doubled and the quality of living is tripled! We aim to multiply the happiness in our daily lives.

➗ PEPE DIVIDES

We share the love that we receive.
PEPE donates 1% of operating profit to abandoned animal protection groups, who finds a new home for abandoned animals, and we give support to families who adopts animals with disabilities.

ABOUT THE COMPANY | OUR HISTORY

2018
04 Established PEPE INC. In Korea
05 PEPE Trademark Application
05 PEPE Pet Dry Room Patent Application
05 Est. DONGGUAN PEPE CO.,LTD [China]
05 Est. PEP-E Marketing & Service [Philippines]
05 Patent Application for Pet Dry Room [China]
08 Acquired ISO 9001 for Chinese Subsidiary
09 Acquired Pet Dry Room KC Certification
11 Acquired Pet Dry Room CE Certification
11 Acquired Pet Dry Room GD Certification (Awarded by the Minister of Trade, Industryand Energy in Korea)
12 Launched GS Home Shopping
12 Started Pet Dry Room Rental BIZ

2019
01 Participated in CES Exhibition [USA]
03 Participated in Interpet [Japan]
03 Started to Export in Thailand
06 Launched PEPE Smart Device
06 Launched DR. PEPE Coconut Product
08 Participated in Pet Fair Asia [China]
12 Started to Export in Netherlands

2020
05 Launched SF-200 (Smart Feeder with cam)
06 Started to Export in Japan
12 Launched the Pet Dry Room DR-100 PRO

2021
01 Started to Export in Indonesia
02 Started to Export in Poland & Czech Republic
07 Launched DR-300 PRO and upgraded Smart Devices
12 Started to Export in Vietnam

2022
03 Japan Makuake Dry Room Funding [Brand: WOOINU]
05 Started to Export in USA [Brand: CARESYS]
06 Introduced Pepe Pet Dry Room on CBS in USA Broadcast Transmission
06 Pet CCTV Pepe TV Wadiz Funding Launch
08 Participated in SUPER ZOO, North America
09 Participated in IFA International Consumer Electronics Show in Berlin, Germany
10 Introduction of Pet Dry Room Technology at 'International Security Industry Exhibition'
11 Participated in Singapore Pet Fair
12 Launch Smart Device CW-100 Lite (Wadiz)

2023
03 Participate in Global Pet Expo [USA]
04 Participate in SG Pet Expo
06 Paricipated in Osaka Interpet [Japan]
07 Participated in Taipei Pet Show [Japan]
08 Success funding for new product 'AbsFur' in four global countries
09 Acquired AbsFur KC/CB/CE/FCC/PSE Certification
10 Paricipated in HK Global Sources

2024
01 Participated in CES exhibition [USA] - selected as Eureka innovative product
01 Acquired 'Friends, we are here for you' trademark
04 Paricipated in HK Global Source
05 Paricipated in Nuremberg Interzoo [Germany]

WORLDWIDE PEPE - BUSINESS LOCATIONS

HEAD OFFICE	FACTORY	OVERSEAS BRANCH
PEPE INC.	**PEPE**	**PEP-E MARKETING & SERVICES**
Hanam-si, Gyeonggi-do, Republic of Korea	Namyangju-si, Gyeonggi-do, Republic of Korea	General Trias, Cavite, Philippines
	DONGGUAN PEPE CO.,LTD	
	Guangdong Province, China	

OVERSEAS DISTRIBUTORS
JAPAN · THAILAND · INDONESIA · SINGAPORE · HONG KONG · TAIWAN · VIETNAM
CZECH REPUBLIC · POLAND · NETHERLANDS · AUSTRALIA · CANADA · USA

PRODUCT 01

PEPE PET DRY ROOM

DR-100 PRO | DR-300 PRO

A pet dry room with dry, care and house modes
perfect for everyday use.

DR-100 PRO ⬜🟥⬛🔲   DR-300 PRO ⬜🔲

FEATURES

PATENT
pepe premium

7-WAY AIR CIRCULATION DESIGN

PATENT
pepe premium

SLIDING DOOR SPECILIZED FOR PETS

PATENT
pepe premium

EASY TO CLEAN WITH WATER

BIOPAD

GROOMING PAD

UV-C SELF-CLEANING MODE

9 SMART OPERATING MODES

SAFETY PROGRAM

LOW NOISE DESIGN

PET DRY ROOM | FEATURES

PEPE Pet Dry Room dries your pet thoroughly without air blowing on their face.

It decreases the pet's stress level when there is no direct air going towards their eyes and ears.

50x **50 times of air circulation per minute! Comfortable drying without suffocation.**

PATENT
pepe premium

PATENT
pepe premium

PATENTED SLIDING DOOR DESIGNED FOR
PETS AND SPACE EFFICIENCY

The sliding door is designed to reduce pet's fear in closed and completely blocked spaces.

8mm door gap | **Push upward to open**

PATENTED BUILD-UP TYPE
THAT IS EASY TO CLEAN AND MAINTAIN

All parts, except for the main module, can be totally disassembled and clean with water.

Especially the floor plate which is often contaminated, can be easily removed from the main body to clean.

Separate and wash so you can use it clean everyday!

PATENT
pepe premium

PET DRY ROOM | FEATURES

The Biopad strongly absorbs the water from the lower body of the pet such as the stomach and legs area that helps in drying them in a short period of time.

When cleaning the Biopad, slightly brush the contaminated area with soap and water.

When using the grooming pad, push the falling furs towards the filter. It helps in collecting loose furs for easy disposal.

Grooming shortens the drying time and prevents the hair from tangling.

This mode maintains the inside of the Pet Dry Room sanitized even without frequently cleaning with water.

Self-cleaning mode sterilizes the Pet Dry Room with UV-C LED and warm air.

DO NOT use if your pet is inside the dry room. Close the sliding door before starting the program to prevent the UV-C rays to have direct contact with the eyes and skin.

PET DRY ROOM | FEATURES

LOW NOISE DESIGN

White noise reduces the high-frequency noise that is uncomfortable for pet's sensitive hearing.

PEPE lowered it one step further with the newest version of Pet Dry Room.

Drying your pet comfortable and stress-free!

SAFETY PROGRAM

A safety program designed in which the fancontinues to circulate air even after the operation is over.

Even after drying, it continues to circulate the air and keeps your pet safe until it leaves.

A technology that prevents suffocation to our pets.

DUAL SENSORS

Safety temperature detection by dual sensor that cross-checks internal and air discharge temperature.

With precise AAT output control method, the rate of temperature increases and decreases depending on the surrounding environment.

The rate of temperature increases and decreases depending on the surrounding environment.

PET DRY ROOM | FEATURES

9 SMART OPERATING MODE THAT ADAPTS TO EVERYDAY LIFE SITUATIONS

USER SET
This mode is customizabled as desired by the user.

TURBO DRY
This mode is set to dry your pet in just a short time.

GENTLE DRY
This mode is set to dry the hair gently while minimizing stress.

COOL DRY
This mode is set to dry at a low temperature in summer.

NEW CARE
This mode is set for pets to receive care comfortably.

WALKING CARE
This mode is set with a strong wind to shake off the dust from the pet's body.

WARM HOUSE
This mode makes the inside of the dry room warm and cozy.

COOL HOUSE
This mode is for hot summer months or for pets that feel a lot of heat.

SELF-CLEANING
This mode sterilizes the inside of the dry room with UV-C LED and warm air.
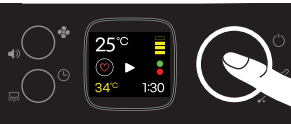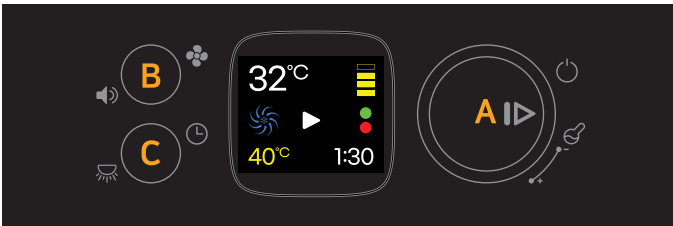
LCD AND CONTROL BUTTONS: EASY TO USE AND UNDERSTAND

Press and Hold the dial button to turn the power on.

Turn the dial button to select the desired mode.

Press the dial button to start the operation.

BUTTON	PRESS & HOLD	SHORT PRESS
A	Power ON/OFF	Select Mode/ Pause Operation
B	Music ON/OFF	Adjust Air Volume
C	Light ON/OFF	Adjust Time Setting

PET DRY ROOM | SPECIFICATIONS

DR-100 PRO for small breeds up to 11kg

DR-300 PRO for medium size up to 18kg

DR-100 PRO		DR-300 PRO
500 × 600 × 580 mm (WxDxH)	PRODUCT SIZE (EXTERNAL)	500 × 750 × 680 mm (WxDxH)
430 × 500 × 450 mm (WxDxH)	PRODUCT SIZE (INTERNAL)	430 × 650 × 550 mm (WxDxH)
13.5 Kg	PRODUCT WEIGHT	16 Kg
960 W	POWER CONSUMPTION	960 W
110 V~, 60 Hz, 960 W	RATED VOLTAGE	110 V~, 60 Hz, 960 W

PET DRY ROOM | AWARDS AND CERTIFICATIONS

2018
Good Design Awards
Pet Dry Room DR-100

2021
Korea Popular Brand
Awards

Promising
Small and Medium-Sized
Businesses in Gyeonggi-do

1,000+ Global
Small But Strong
Companies

NO. 10-2018-0057847
AIR CIRCULATION PATENT

NO. 10-2018-0057846
SLIDING DOOR PATENT

NO. 10-2018-0057848
BUILD-UP TYPE PATENT

KC ELECTRICAL
SAFETY CERTIFICATION

KC ELECTROMAGNETIC
COMPATIBILITY
CERTIFICATION

HDPE NO HARMFUL
SUBSTANCE
DETECTION TEST

BIOPAD NO HARMFUL
SUBSTANCE
DETECTION TEST

SCENT POUCH
LIFE CHEMICALS
SELF-EXAMINATION REPORT

ALL-IN-ONE FILTER
NO HARMFUL SUBSTANCE
DETECTION TEST

AbsFur

PRODUCT 02

ABSFUR

AF-100

Drying Function + Air Purifier + Grooming Companion + MORE!
Not just for you, but for your pet too.

THE WORLD'S FIRST FUR CATCHER

3-IN-1 FUNCTION

CARE MODE

Easy Drying.

It's a Multi-mode, Infrared, Pet Dryer

AIR PURIFIER MODE

Easy Living.

It's a Carbon and HEPA 13 Air Purifier

BEAUTY MODE

Easy Grooming.

It's your All-in-one companion groomer

ABSFUR | CARE MODE

WARM GENTLE DRYER

This is a hands-free dryer function that dries pet hair with soft, warm air. Users can directly adjust the air volume.

Setting range: 1~3

INFRARED MODE

This is an infrared lamp care mode for joint or skin care for companion animals. You can adjust the lamp intensity according to your pet's condition.

Setting range: 1~3

COOL GENTLE DRYER

This is a function that blows away dust from pet's fur with soft, cool air. Users can directly adjust the air volume.

Setting range: 1~3

ABSFUR | BEAUTY MODE

DAILY GROOMING

It works relatively quietly, and it sucks in hairs. This mode is suitable for daily grooming or for pets who are sensitive to noise. The user can adjust the amount of suction directly.
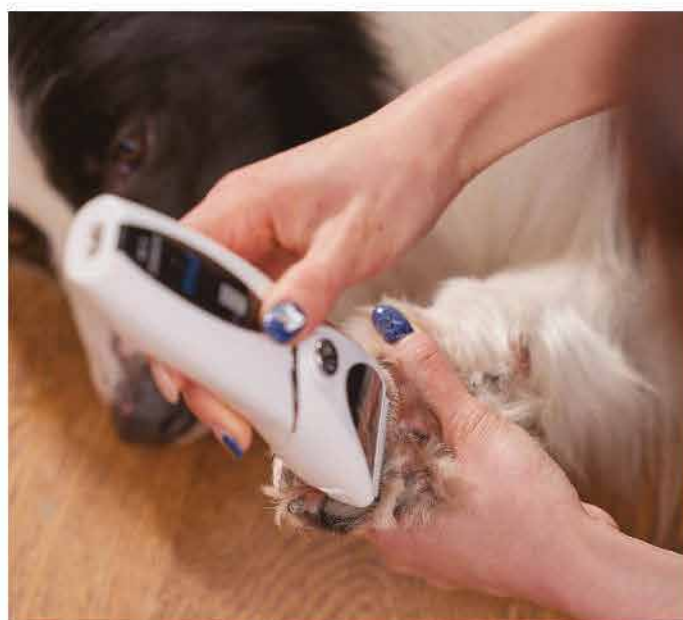
Setting range: 1~3

MOLT GROOMING

This mode is used when a lot of hair is shed during the shedding season.

Setting range: automatic setting

HAIR CUT

It is a mode used for partial hairdressing at home and operates under the optimal conditions for suctioning fine hairs.

Setting range: automatic setting

ABSFUR | AIR PURIFIER MODE

AUTO, TURBO & GENTLE MODES

AUTO MODE - A dust detection sensor detects ambient air conditions and automatically adjusts the amount of air circulation to create optimal air quality.

TURBO MODE - The most powerful air purifying function removes impurities and is particularly effective at eliminating sudden odors.

GENTLE MODE - It purifies the air in a range that does not interfere with daily life with low noise. Users can directly adjust the air volume.

EMOTION CARE MODE

Use Emotion Mode when your pet is alone at home. Calming piano sound and natural white noise stabilize your mood and block out external noise.

Setting range: 1~5

NIGHT MODE

A light sensor detects light and automatically lowers the noise level and lighting at night.

Setting range: automatic setting

ABSFUR | BENEFITS

It collects fur from a larger, general area that you groom your pet in, so hair does not escape into the rest of your home.

Not restricting the types of grooming tools, you can use, meaning you can use your favorite clippers, scissors have the freedom to try something new

Uses a low noise, backward rotating fan developed by AbsFur to reduce the stress of your pet and you.

AbsFur has a high-powered drying function that produces a warm or cool flow of wind that covers a greater area, for pets of all sizes.

AbsFur does not enclose your pet in a small space and is simply placed next to them, allowing you to interact with your pet while they are being dried.

A hands-free drying option that allows you to do other things while your pet's fur dries. It is also fitted with a Phillips infrared bulb that provides additional care for your pet.

AbsFur is the first pet air purifier that can be quickly and simply changed into a pet grooming assistant or pet dryer.

AbsFur air purifier mode circulates the air within your home as the purified air is released at the top. It takes air in from beneath which is optimized for pets.

AbsFur's purifier mode has an additional "emotion care" mode that plays soothing and relaxing tones while purifying the air. Covering up the sound of the unit and also comforting your pet when alone.

ABSFUR | FUNCTIONS

3 - Axis Sensor

The tri-axis sensor in Absfur removes complications when it comes to mode changing. Simply change the position of the unit (sitting, standing, or laying down) and the modes available will appear.

11 Lifestyle Smart Modes

With 11 different modes to create a comfortable lifestyle and environment for you and your pet.

Double Air Flow Technology

Absfur has Patented double airflow technology that applies certain principles in order to increase airflow by utilizing pressure differences.

Cozy Circle Controlller

The controller has a 2.1" TFT RGB Color Display with a rotary volume encoder which allows you to easily cycle through the different modes, and find the one you want through the mode icons

Eco-permanent Micro Fur Filter

Absfur's Micro Fur Filter can be easily separated for handwashing and fur removal. The internal UV-C sterilization unit also insures that the internal running remain clean.

High Performance 300V BLDC

Specially developed for Absfur, the 300v backward type fan means that regardless of the difference in voltage per country, the power and function of the fan will remain the same.

Night-time Sensor

The night-time sensor recognizes the current state of the room and adjusts the fan's noise level to ensure no disturbances during the night.

Infrared Lamp

Infrared light helps care for your pet's skin and joints. Absfur's built-in 100w infrared lamp (Phillips Bulb) is a safe and trustworthy method to care for your pet's health.

Emotion Audio Speaker

A high-performance speaker generating soothing sounds from nature to help calm and stabilize your pet's mood. Perfect for when pets may be left alone for an extended period.
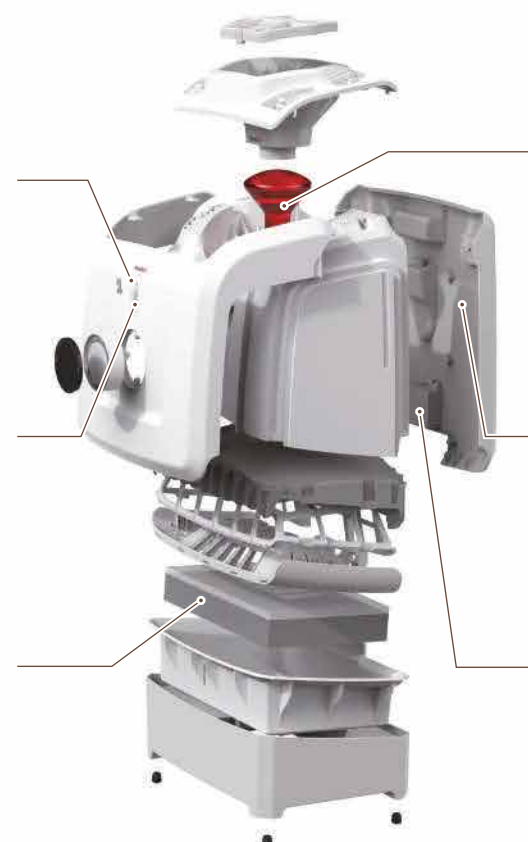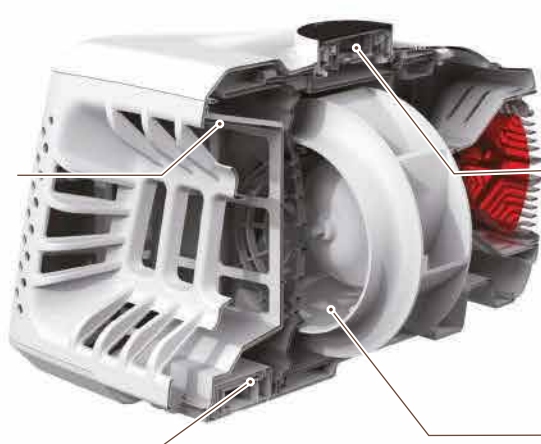
Functional Extensions

We are always innovating and improving the way to utilize the Absfur unit. Currently, a tall stand and house-style box add-on is under development.

Carbon+HEPA(H13) Filter

The combination of a Carbon and HEPA (H13) filter inside of Absfur not only removes pet hair and allergens from the environment, but even offensive odors that sometimes appear when raising pets.

PM2.5 Dust Sensor

The PM2.5 dust sensor in Absfur constantly surveys the environment and will change mode when levels of fine dust are high. The state of the current environment will be displayed on the dial.

OUTSTANDING TECHNOLOGY

Model Name:	AF-100		Filter Type:	3 Layer H13 HEPA (0.3μm 99.97% filteration)
Size:	15.3 × 9.8 × 19.6 inch 390 × 250 × 500 mm			
Weight:	Absfur 11lb /5kg AP Unit 2.2lb /1kg		Dust Sensor:	PM2.5
Voltage:	100v-50/60Hz, 600w 220v- 50/60Hz, 600w		Max Air Volume:	10CMM
Display:	2.1" TFT RGB Color		Purifying Area:	80m²

PEPE INC.

WE DESIGN HAPPINESS
FOR YOU AND YOUR PETS

ePe

AbsFur

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