SK magic

Breathe Easy, Drink Pure



Company History

History

1985-1999

1985
- Established Mechanical Division in Tongyang Cement & Energy Corp.

1986
- Produced first gas oven range in Korea

1993
- Produced first gas range in Korea (3 burners, grill)
- Developed first dishwasher in Korea

1995
- Launched water purifier, dishwasher

2000-2010

2002
- World's first digital gas oven "Adelia" launched

2004
- Dishwasher (6-person) ***"Climm"*** production started in Korea
- Korea's first continuous warm water bidet ***"Salus"*** launched

2007
- Produced first steam oven in Korea

2009
- Started rental business

2011-2019

2014
- Produced first gas hybrid range in Korea

2015
- Produced first **JIKSOO** Water Purifier in Korea (Cold, hot, purified)
- Launched first ***'Alarm Cook'*** gas range in Korea that sets off an alarm or stops operating when the water is boiling

2016
- Produced first IoT, AI-applied product in Korea (Gas Range, Water Purifier, Air Purifier)
- Launched SK Magic (Merger & Acquisition of SK Networks)

2018
- Established Malaysian sales corporation
- Produced first **JIKSOO** Ice Water Purifier in Korea
- Launched 4 new products (All-in-One **JIKSOO** Water Purifier, All-in-One Ice **JIKSOO** Water Purifier, Motion Air Purifier, Pottery Bubble Bidet)

2019
- Acquired certification as Drinking Water Quality Inspection Accredited Agency
- CES Innovation Award (Triple Care Dishwasher, All-in-One Ice JIKSOO Water Purifier, Motion Air Purifier)

2020-

2020
- Awarded GOLD for IDEA in world's first dishwasher
- Eco-friendly lineup extension (RE:FRESH) Automatic maintenance
- **JIKSOO** water purifier launched Entered plant cultivator business
- Korea's first washable All-clean air purifier
- launched

SK Magic started life as a premium kitchen appliance company by introducing gas oven ranges to the Korean market in 1985, and the company is successfully expanding the scope of its business to include gas/electric ranges, electric ovens, dishwashers, water purifiers, air purifiers, and bidets. Based on our 30 plus years of tradition in the kitchen and home appliance business, we are expanding into the household appliance rental area, whose market is continuously growing. We have accelerated our business growth by developing products and services with the creation of excellent customer values, and aim to enter overseas markets in collaboration with SK Networks and other affiliates, as well as conducting consumer research and innovative technology R&D and product development. We offer premium clean water and air services through the Safe OK Service.

Award Winning Brand

CES (Consumer Electronic Show)

Green Star

iF Design Award

Inno Star

IDEA Design Award

Superior Taste Award

PIN UP Design Award

Reddot Design Award

2020 The Best Brand of the Chosen by Consumer

Halal-Certified by JAKIM Malaysia

Why SK MAGIC Water Purifiers?

직 JIK
Never Stagnant

수 SOO
Clean, Pure and
Full of Minerals

Tankless Technology Benefits

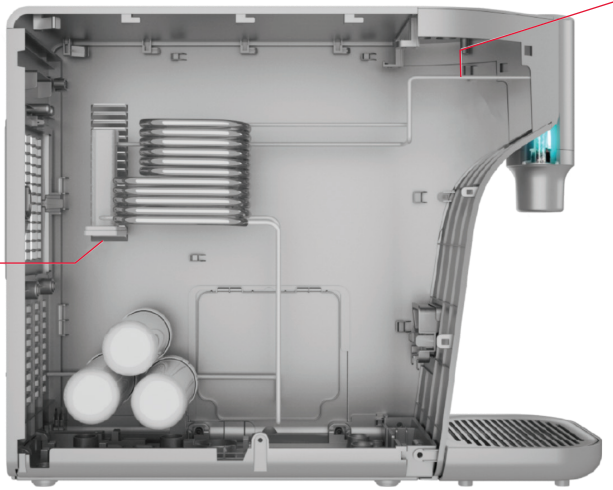
No Secondary Contamination
Slim Sleek Design
Infinity Capacity
Energy Efficiency

Bio-film formation and bacteria growth might occur as water is stored in the tank for a long period of time.

304 Stainless Steel Waterway

Prevents Contamination
Corrosion Resistance
Temperature Resistance

Ensuring water remains safe, clean, and free from contamination throughout the purification process.



Child-Friendly Water Purifiers

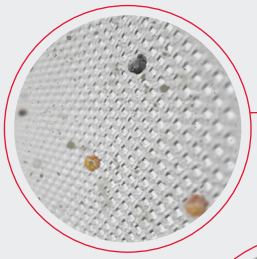
99.9% UV-C Auto Sterilisation every 2 hours
7 Water Temperatures
3 Precise Baby Formula Temperature
Child-Dispense Button

After-Sale Service

Filter replacement every 6 months
Thorough servicing and maintenance
10 - point check

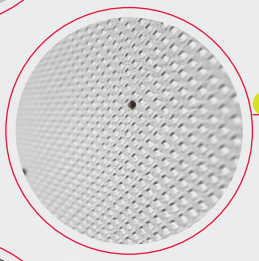
5 Stage Filtration System





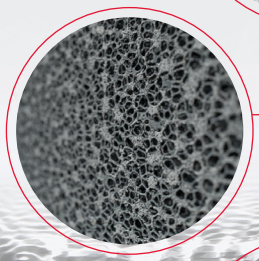
Polypropylene

Removes large particles such as dust, sand, soil, rust, oxidised pollutants.



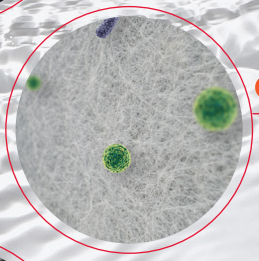
Non-woven Fabric

Non-woven Fabric
Eliminates fine particles.



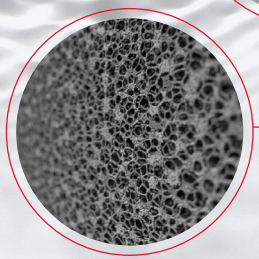
Composite Carbon Block

Eliminates residual chlorine, odour & dissolved VOC.



Nano Alumina Fibre

Removes massive clusters of bacteria, viruses and heavy metals.



Powdered Activated Carbon

Enhances taste of water and retain minerals.

$348 /year

*Includes 2 times Filter Change sessions

Every purchase includes lifetime
FREE doorstep servicing/maintenance
(internal/exterior cleaning)



JIKSOO

Hyper

The SK Magic JIKSOO Hyper water purifier & dispenser is tank-less and fully stainless steel.

Cold Hot Infant Ambient Child

Available in: Deep Green, Rose Gold, Silver

- Tankless
- Stainless Steel Waterway
- 7 Water Temperatures
- 3 Precise Baby Formula Temperatures
- 99.9% UV-C Auto Sterilisation Every 2 Hours
- Child Dispense Button

Dimension (MM): W170 x D490 x H390

PRICE **$2,899**



JIKSOO Rich+

The Award Winning SK Magic JIKSOO Rich Water Purifier & Dispenser is a tank-less, ice making and fully stainless steel water purifier.

Cold Hot Infant Ambient

- Tankless
- Stainless Steel Waterway
- Ice Making
- 7 Water Temperatures
- 3 Precise Baby Formula Temperatures
- 99.9% UV-C Auto Sterilisation Every 2 Hours

Dimension (MM): W255 x D500 x H492

PRICE **$3,899**

JIKSOO Mini

JIKSOO Mini, the most compact Water Purifier & Dispenser contains a sleek and unique design.

Ambient

- Tankless
- 99.9% UV-C Auto Sterilisation Every 2 Hours

Available in: Red Cream

Dimension (MM): W92 x D400 x H330

PRICE **$1,099**



Breath Easy with

All Clean Virus Fit

PRICE $1,899

- SK Magic's UV Arc Core Sterilisation Technology Eliminates Airborne Virus, Bacteria & Mould
- Washable Structure to Ensure Clean Product Interior
- 8 Stage All-in-one Care Filter That Removes 99.999% of Ultrafine Dust & Restrains 99.99% Various Virus/bacteria/mould
- 80% Air Sterilisation Even Without The All-in-one Care Filter *(Test Result Is Based On Product's Initial Performance And May Vary Depending On Product Usage)*

Dimension (MM): W369 x D369 x H800

FDA REGISTERED

8 Stage All-in-one Care Filter

for Efficient & Perfect Purification



Stage 1 Removes large dust

Stage 2 Removes formaldehyde, atopic allergy pollutants

Stage 3 Removes bad odours

Stage 4 Removes smog pollutants

Stage 5 Removes ultra-fine dust

Stage 6 Anti-virus

Stage 7 Anti-bacteria

Stage 8 Anti-mould

Detachable and Washable



Interior fan & vent can be washed thoroughly. Convenient disassembly & washable structure ensures clean product interior & optimum hygience.

Please reassemble product once parts are completely dry.



Magic Care Service

The Best After-Sales Service



Magic Care Service Visit
Filter replacement every 6 months

Tailored Service
To consumer's individual needs and preferences

Thorough Steralisation
Water way passage and faucet

Lifetime Warranty
Giving you a peace of mind

Magic 10pts Check
Ensuring all parts are well-mantained

24/7 Standby Team
Resolving issues no matter what day or time it is

Filter Replacement Schedule

6 months
Sediment filter and Composite carbon block

12 months
Sediment filter, Composite carbon block & Natotech pac filter.

SK magic

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