

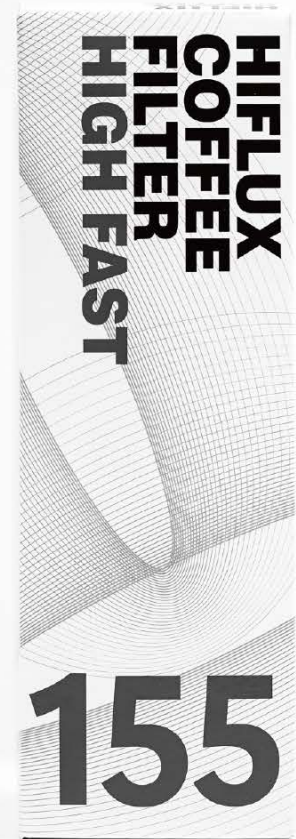


HIFLUX **COFFEE** **FILTER**

**THE EASIEST WAY
TO MAKE YOUR COFFEE BETTER**

PROBLEM

PARADOX OF FINE PARTICLES



FINES

Something that both enhances and obstructs coffee extraction

The moment you grind coffee, **fine particles** are born. These fines are a double-edged sword. While making up only 5–10% of the grounds, they are responsible for over 30% of your total extraction yield.

But at the same time, they are the primary obstacle to a perfect cup, clogging the filter and introducing unwanted flavors. This problem is magnified in popular multi-pour brewing methods.

OUR PROBLEM

This clogging creates a cascade of problems:

- 1. It chokes your brew.** The flow rate slows to a crawl, prolonging contact time and over-extracting bitter, negative compounds.
- 2. It destroys consistency.** Your brew time becomes unpredictable, making it impossible to replicate that one perfect cup.
- 3. It lowers efficiency.** Paradoxically, a longer brew time doesn't mean a better extraction. Clogging hinders diffusion, causing a sharp drop in actual extraction efficiency.
- 4. It creates a bypass.** With the filter bed sealed, water finds the path of least resistance—down the sides of the filter, bypassing the coffee grounds entirely and leaving you with an incomplete, hollow-tasting brew.

OUR SOLUTION

HIFLUX

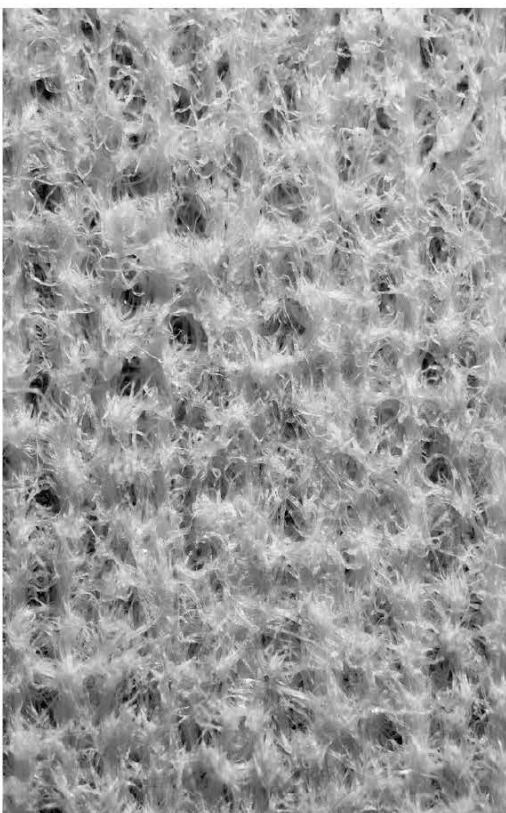
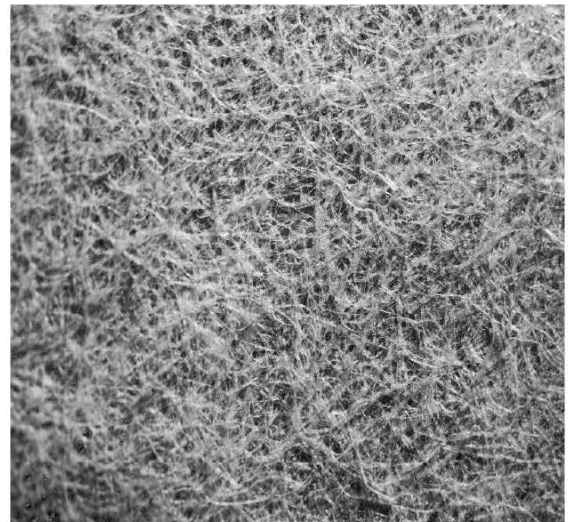
3D WEAVE

WE FOCUSED ON CONTROLLING THE FINES

Conventional paper filters are composed of a random matrix of wood pulp fibers. This creates an highly inconsistent pore size distribution, with up to a tenfold difference between the smallest and largest pores.

As a result, fines between 5 to 100 micrometers inevitably block these pores, disrupting a smooth and even extraction.

Furthermore, the filter's flat structure has a limited capacity to accommodate fines, causing the flow rate to decrease sharply with even a small amount.



In contrast, our lyocell filter, utilizes a unique 3D weave structure to significantly increase its capacity for fines.

We also noted that micro-particles under 20 micrometers can positively contribute to the body and mouthfeel.

Based on this, we engineered the filter with a highly precise and uniform pore size to enhance texture and depth in the cup.

Moreover, the lyocell fabric enhances the transmission of lipid-based compounds, further improving flavor clarity and aromatic delivery.

**This is
how the world's fastest coffee filter,
HIFLUX COFFEE FILTER was engineered.**



LYOCELL

**ECO-FRIENDLY AND
CHEMICALLY UNTREATED MATERIAL**



KEY FEATURES

HIGH DURABILITY

Lyocell exhibits excellent wet tensile strength, meaning it maintains its durability even when saturated with water. In contrast, traditional paper filters require chemical sizing treatment to reinforce the paper when wet. Common sizing agents include rosin derived from pine trees, which is often combined with alum to bind it to the paper. Other chemicals may be used to create an acidic environment and then neutralize it during production.

Lyocell, however, does not require any sizing, as its inherent fiber strength is sufficient. Additionally, its stable fiber structure resists deformation, reducing the likelihood of extraction inconsistencies or physical breakdown during brewing.

ENVIRONMENTALLY FRIENDLY

The NMMO solvent system used in lyocell production is over 99% recyclable, making the process highly sustainable. The fiber is also 100% biodegradable, breaking down naturally after disposal. And because no sizing is applied, unnecessary chemical additives are eliminated from the production process.

NO HARSH CHEMICALS & BLEACHING

Lyocell is manufactured without chlorine-based bleaching agents, ensuring that no harmful chemical residues remain in the final product. While conventional paper filters often contain loose fiber dust due to fiber clumping and compression, lyocell's smoother structure minimizes this issue—offering a cleaner, safer filtration experience.



**HIGH FAST
PERFORMANCE**

COMPLEXITY

A fast extraction speed prevents water from ponding in the dripper slurry. This allows purer water to contact the coffee particles with each new pour, maximizing the concentration gradient between the water and the coffee. This optimizes diffusion, enabling sufficient extraction yields even in a short amount of time. Even with a finer grind, the high flow rate suppresses the extraction of negative flavor compounds while promoting the extraction of positive ones. As a result, you will experience a far more complex flavor profile.

VISCOSITY

The precisely engineered weave of our lyocell filter is designed to intentionally allow micro-particles under 20 micrometers to pass through, which dramatically improves the coffee's texture and body. You can experience a silky, velvety mouthfeel even in light roasts. Ultimately, this rich body will bring an overall balance to your coffee.

CLARITY

The secret to HIFLUX's exceptional flavor clarity lies in its material: lyocell. Lyocell has a higher permeability to lipids compared to traditional paper filters. This is due to its fundamentally different fiber structure. Whereas conventional paper filters are made of wood pulp fibers with microscopic surface fuzz, lyocell is a regenerated cellulose fiber—dissolved and extruded into smooth, continuous threads. This difference minimizes the surface area for lipid adhesion, allowing more oils to pass through. Since lipids act as carriers for aromatic compounds, this results in a brew that retains more aroma and flavor for longer. With lyocell, you'll experience a cup that is not only more aromatic and intense, but also more lasting and clear in flavor expression.

PRODUCT TYPES

FIND YOUR PERFECT FILTER

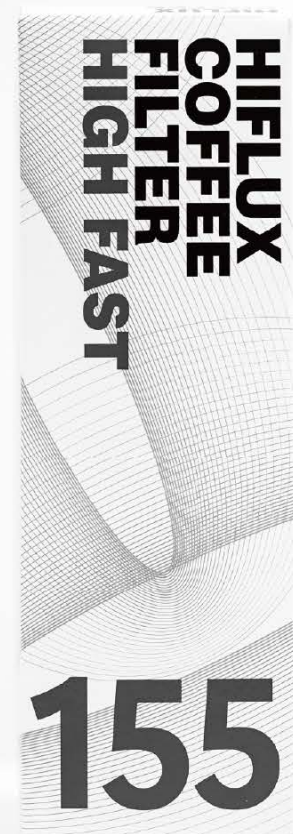
FOLDING **V TYPE** (50pcs)

Compatible with Hario V60, Origami, KONO, Kinto



FLAT BOTTOM **WAVE TYPE** (60pcs) - 155/185

Compatible with Kalita Wave, Origami, Blue Bottle December, Timemore B75, April, OREA



PERFORMANCE MEETS **PURITY** **HIFLUX COFFEE FILTER**

Pure Materials

Sourced exclusively from 100% pure wood pulp.

Zero Chemicals

We use no glues, sizing agents, or bleach in our manufacturing process.

Cerified Safe

All materials are FDA compliant for food contact, ensuring your safety.

Return to Nature

Fully biodegradable and commercially compostable
for a better coffee and a better planet.

MADE IN KOREA
with 100% European pulp



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hifluxcoffee.com