PURIZE® MAGAZIN:

FROM NICHE TO MAINSTREAM

THE PIONEER OF ACTIVATED CARBON FILTERS SINCE 2016

ENGLISH

HI!
WE ALL LOVE
THE SAME PLANT

SHORT FACTS (as of 08/2026)

⚠ For the German version, start from the back!

2016
YEAR FOUNDED

70+
EMPLOYEES

123 k
INSTAGRAM FOLLOWERS
@purizefilters

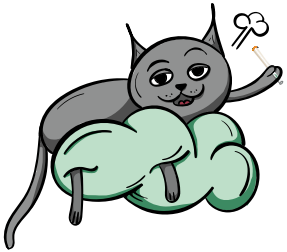
40+
COUNTRIES WITH
TRADE PARTNERS

1 Mio.
ACTIVATED CARBON FILTERS
PER DAY

OUR PRODUCT GROUPS

- ACTIVATED CARBON FILTERS
- ROLLING PAPERS
- ACTIVATED PREROLLED CONES
- ACCESSORIES
- PURIZE® FOODZ
- LIFESTYLE
- CO-OPs

High-quality activated carbon filters "Made in Großräschen, Brandenburg, Germany." Rolling Papers, Activated PreRolled Cones, Foodz, lifestyle products and a range of collaboration products.



MADE IN GERMANY

purize.com

THE BEGINNING

One small filter changes an entire market segment

Good to have you here. Over the next pages we'll tell you how a simple idea turned into PURIZE® and how the activated carbon filter we were missing ourselves grew into our own production and, in the end, a brand.

You'll find out why we started, what makes a PURIZE® filter what it is, and everything that belongs to PURIZE® today.

Our name didn't come out of nowhere: "purify" means to clean, "purity" means cleanliness. That's exactly what our filters do. They clean the smoke and make the smoking experience more pleasant.
PURIZE® didn't start because we were looking for a gap in the market. We started because something was missing for us.

We've kept that perspective to this day:
We develop the things we like using ourselves.

STAY GREEN!

ORIGINS

"We wanted to make a smaller filter, one that's perfect for stoners".

-Adrian Klett, CEO

"Our first warehouse was an old railway building with no heating – but we only paid €125 a month in rent"

-Roberto Hunger, Founder & CEO

ORIGINS

The pipe filter becomes a cannabis filter

Back then, activated carbon filters were known almost exclusively from the pipe: nine millimeters in diameter, fairly large and not really intended for use in a joint.

The proportions were remarkable: around 20 million people in Germany smoked cigarettes, while there were only about 0.6 million pipe smokers. So the activated carbon filter was a product from a comparatively small niche market.

In 2016 that's exactly where we started. Our first product was the PURIZE® Regular Size activated carbon filter with a 9 mm diameter. Even then the idea was to take the activated carbon filter out of its classic pipe world and rethink it for cannabis joints.

The decisive step came in 2017: a smaller diameter, a better draw and a shape developed specifically for the joint.

That's how the PURIZE® XTRA Slim Size activated carbon filter came about. The classic pipe filter became an activated carbon filter made specifically for cannabis.

One of the first packs (2017)

The first samples (2017)

DEVELOPMENT

The key milestones in our history

2017
Launch
of the XTRA Slim Size, the smallest activated carbon filter to date

2020
Formation
of PURIZE® Filters GmbH & Co. KG

2016
Founded
as a sole proprietorship in Bad Brückenau, Bavaria

2018
Relocation
to Großräschen in Lausitz, Brandenburg

2020
Warehouse

2024

New building

Construction of a production and office building

2025

Automation

Building our own packaging and production machines

2021-2025

Range expansion

Developing new filter variants

2025

PURIZE® Inc.

PURIZE® Inc. founded for the US market

2026

Internationalization

Trade partners in more than 40 countries

FROM EAST GERMANY TO THE WHOLE WORLD

OUR OWN PRODUCTION - MADE IN GERMANY

From Bavaria to Lausitz

Großräschen sits right in the middle of Lausitz, about an hour southeast of Berlin. We took our first steps in Bavaria, and they weren't always easy.

Socially and politically, cannabis was still a long way from the acceptance it has today. For a company like PURIZE® that meant a few hurdles back then.

Moving to Brandenburg was therefore a deliberate decision: for Lausitz and at the same time against Bavaria.

Here we found what we needed to grow: our own halls, short distances, backing from the local community and, above all, room to expand.

Today our activated carbon filters are produced and packed in-house. We also develop and keep improving our production and packaging machines ourselves. Many of them are based on our own patented solutions. That way, quality, development and flexibility stay in our own hands.

grown to
15,000 m²
of floor space
in Großräschen

70+
employees
at 2 sites

PURIZE Filters Verwaltungs GmbH
PURIZE Filters GmbH & Co. KG
PURIZE Filters Manufacturing & Distribution GmbH
PURIZE Filters International Distribution GmbH

FILTER STRUCTURE

Quality - Made in Germany

At its core, a PURIZE® activated carbon filter is made up of three components: high-quality coconut-shell activated carbon, a sleeve of specialty paper and two heat-resistant ceramic caps.

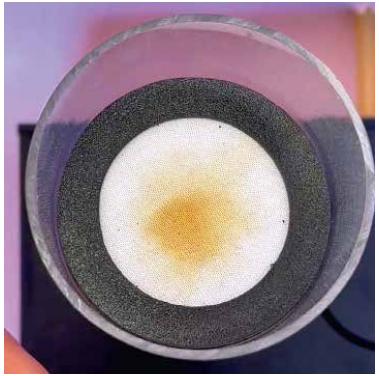
The heart of it is the activated carbon. Its especially porous structure gives it an enormous surface area.

As tobacco or cannabis smoke flows through the filter, the substances it contains come into contact with that surface. Some of these substances attach themselves to the activated carbon.

This process is known as "adsorption". At the same time, the smoke is cooled on its way through the filter.

Paper filter

vs.



Activated carbon filter

1 Joint with a paper filter = 10 Joints with an activated carbon filter

So the highly effective activated carbon can do its job as well as possible, it is cleaned and carefully sieved before processing. The specialty-paper sleeve gives the activated carbon filter its shape and stability.

At both ends sit our high-quality, heat-resistant ceramic caps, made in Germany. They allow an even draw and mean the filter can be used from either side.

So from just a few carefully chosen components comes the principle PURIZE® has been built on from the start: activated carbon filters for a more pleasant, filtered smoke.

PRODUCT VARIETY

THE RIGHT FILTER FOR EVERY JOINT

From the Super Slim Size to the Big Size for fat joints and donuts: today PURIZE® offers one of the widest ranges of activated carbon filter variants on the market.

What began with a handful of sizes has grown into a whole world of activated carbon filters over the years. Our 'Static' series also shows you how our development keeps moving forward.

PURIZE® FILTER	DIMENSIONS	KEY FACTS	HASH	FLOWER	JOINT	DONUT
XTRA SLIM SIZE CONICAL	5.5 & 6 MM, 25 mm	Perfect Handling Smooth Airflow Shortest Length				
SUPER SLIM SIZE	5.5 MM, 27 mm	Strong Filtration Smooth Airflow Special Use: Stickys				
XTRA SLIM SIZE	6 MM, 27 mm	Balanced Airflow Optimized Filtration Community Favourite				
XTRA SLIM SIZE LONG	6 MM, 40 mm	Maximum Taste Cooler Smoke Special Use: Tasting				
SLIM SIZE	7 MM, 27 mm	Medium Airflow Medium Filtration Cigarette Diameter				
REGULAR SIZE	9 MM, 36 mm	Strong Airflow Balanced Filtration Multi-Possibilities Special Use: Pipes				
REGULAR SIZE SHORT	9 MM, 27 mm	Strong Airflow Optimized Handling Multi-Possibilities				
BIG SIZE	14 MM, 40 mm	Maximum Airflow Strong Filtration Multi-Person				
SLIM SIZE AIR	7 MM, 27 mm	Maximum Airflow All temperatures Flavor neutral NO CARBON INSIDE				
STATIC SLIM SIZE / STATIC REGULAR SIZE	7 MM, 27 mm 9 MM, 36 mm	Designed for static and dry-sift applications Cellulose made from plant-based fibers NO CARBON INSIDE				

PURIZE® Papers

To match every filter size & preference

PURIZE® Activated PreRolled Cones

Prerolled and fitted with an activated carbon filter

PURIZE® Equipment

Smell-proof bags, lighters, grinders and much more

One thing stays constant in our range: whatever way you roll, there's a filter to match and the right paper product to go with it. And for everything beyond that, you'll find plenty more PURIZE® products with us.

Visit our shop and discover all products

purize-filters.com/en/shop

More than just filters

PURIZE® Foodz and Lifestyle are more than merchandise to us. Whether it's the PURIZE® Bar, honey or water, behind every product is the same standard we set for our filter products.

We go for selected raw materials, high quality and products we like to eat, drink and use ourselves.

PURIZE® BAR
A bar made from quality ingredients

PURIZE® Honey
Honey from master beekeeper Krüger, with real bourbon vanilla

PURIZE® Aqua
Mineral water. Stay highdrated!

FOODZ

LIFESTYLE

The same idea, the same standard of quality, just in different products.

Many of our lifestyle products turn up in changing monthly promotions, some of them even as a gift with your order in our web shop (purize.com).

Slippers

LOOP X PURIZE®
Spraycan

Travel case

Rubber duck

PURIZE® Scale

Towel

CO-OPs

Our most successful CO-OPs

sferaebbasta
5M Follower

makko
283k Follower

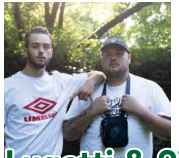
MIST
736k Follower

SSIO
1M Follower

Pashanim
625k Follower

mhuncho
610k Follower

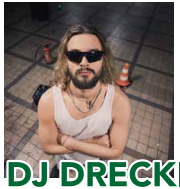
LACAZETTE
325k Follower



Lugatti & 9ine
112k + 55k Follower

KASiMiR
145k Follower

Musso
144k Follower



DJ DRECKISCH
73k Follower

and plenty more!

Events

Celebrate with us

Whether it's exclusive pop-up events, international trade shows or our own PURIZE® Festival One, we love getting in touch with our community and giving something back. Here are a few impressions from past events:

Our next events

Project in focus: Busy bees

For PURIZE® Honey we developed a special bundle together with master beekeeper Krüger: organic honey with organic bourbon vanilla, bottled in Germany, combined with our activated carbon filters in a matching Honey design.

For every bundle sold we donate €0.50 to Schutzgemeinschaft Deutscher Wald, Landesverband Brandenburg e. V., which works among other things to protect bees and their habitats. The donation isn't added to the sale price. PURIZE® covers it directly.

We carried the idea through into the communication as well: the flyer for the campaign is made of seed paper. Instead of throwing it away after reading, you can simply plant it, and a flowering mix for bees grows out of it.

So in the end a flyer turns into something that lives on.

AWARDS

Our awards

FOCUS BUSINESS
GROWTHCHAMPIONS
2023 - Place 175

FOCUS
WACHSTUMS-
CHAMPION
2023
FOCUSBUSINESS.DE
IN KOOPERATION MIT
statista

Deloitte.
TECHNOLOGY FAST 50 AWARD
2022 - Place 26

FT
FINANCIAL
TIMES
1000
Europe's Fastest
Growing Companies
2023 & 2024
statista

PURIZE Filters GmbH & Co. KG
4,9 ★★★★★ 1.649 Rezensionen
Hersteller in Großräschen *as of 08/2026*

Mary Jane Berlin Expo 2023
Most Loved Brand

Wrapping the Trabant

CO-OP with makko

PURIZE® AIR - photo shoot in an old airplane

PURIZE®

STAY GREEN!

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PRODUCT QUESTIONS

faq.purize.com

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