



## OWNER'S MANUAL

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All you need to know to create  
the best juice ever.

# CONGRATULATIONS!

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...on purchasing the PURE Juicer™. The PURE team and I designed the PURE Juicer for you. We wanted to make the world's best two-stage juicer — a machine that is simple to use, makes the most outstanding juice, and is easy to clean. We literally went to the drawing board and started from scratch. We engineered every part, material and surface; we had a long change list and we checked off every item. We built to a quality, not to a price. We had high hopes and expectations. I believe we have exceeded these and I hope you feel the same way.

*David Feinberg, Founder & CEO  
PURE Juicer Company,  
10714 1st Ave South  
Burien WA 98168, USA*

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Welcome to the PURE Family.

The PURE was designed to meet the need for a machine that makes the very best juice possible. Some of us juice for optimal health, some to cure disease. But for all of us, making the very best juice is a two-stage process: first, finely grind (triturate) the produce; second, press it to extract the best, most vital juice possible. This is exactly what the PURE Juicer is designed to do.

I first used a two-stage juicer in 1978. I was in my twenties and already working as a designer of mountaineering clothing and rock climbing equipment. More than thirty years later, when I began professionally rebuilding two-stage juicers, I discovered that the functionality had barely changed. As a designer who was both servicing and using these specialized machines, it was not hard to make a bucket list of improvements. From this series of experiences the PURE Juicer was born.

As a product engineer, my path has taken me from textiles to computer-aided design (CAD) to precision machine tools. I've worked in factories all around the US and all over the world and, I have made many friends in all product development disciplines from design to sourcing to manufacturing and marketing to patent law. I realized that the state of the art in two-stage juicing had been static for almost half a century. I asked myself, "Can I design a better two-stage juicer, and do I have all the resources to bring an all new machine to market?"

The answer was yes — and the challenges many. Never before have I been involved in a project in which so many people have come together to contribute, with so much enthusiasm. I'm blessed to work with a great team of people. I know the reason for this is because access to the best juice will help people live healthier lives.

None of us knew what the PURE Juicer would look like or how it would perform, but because of the faith and support of so many, you are now the owner of a truly modern and efficient two-stage juicer that will make you the most delicious and healthful juice. I want to thank all the many generous contributors for making this possible.

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**BEFORE YOU BEGIN**

# SAFETY FIRST

We designed the PURE Juicer with your safety in mind. Please exercise caution and follow the guidelines and best practices outlined below.

- Lifting: the juicer is heavy; seek assistance if needed.
- When using electrical appliances, basic safety precautions should always be followed, including the following:
  - To protect against fire, electrical shock and injury to persons, do not immerse the appliance, cord or plug in water or any other liquid.
  - Close attention is necessary when the juicer is used near children.
  - Children should never operate the juicer.
  - Unplug from outlet when not in use, before putting on or taking off parts, and before cleaning or attempting to move the juicer.
- Avoid contact with moving parts.
- The cutter is SHARP. Please remove it only with the silicone sleeve.
- Regularly inspect the power supply cord, plug and juicer for any damage. Inspect the cord if the appliance malfunctions or is dropped or damaged in any manner. At any time, contact PURE Juicers customer support for assistance.
- Do not let the power cord touch hot surfaces, such as your stove, or hang over the edge of a table or counter top, or become knotted.
- Any third party modifications (not approved or sold by PURE) may cause fire, electric shock, mechanical failure or injury and will void the warranty.
- This juicer is for indoor use only. Do not use this juicer for anything other than its intended use. Do not use in moving vehicles or boats. Do not use outdoors. Misuse may cause injury.
- Always ensure the juicer is turned off after each use. Make sure the cutter has stopped rotating, the motor has completely stopped and the valve handle is flipped toward you in the "press-down" position before disassembling.
- Always make sure the feed tube is securely locked in place (with locking pin engaged) before the motor is turned on. Do not attempt to remove the feed tube while the juicer is in operation.
- If the cutter jams and the motor stalls, immediately turn the machine off and then clear the blockage. **WARNING: Leaving the motor on for more than 10 seconds when stalled may cause permanent motor damage.**

# CAREFULLY READ ALL INSTRUCTIONS THOROUGHLY BEFORE OPERATING

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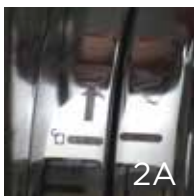
- Always use the pusher provided. Do not place hand or fingers into the feed tube when it is attached to the juicer. If food becomes lodged in the feed tube, use the pusher to dislodge it. Do not use other utensils. Turn the motor off and ensure that all moving parts have stopped before disassembling the juicer to remove the remaining food.
- Make sure the juice tray is properly located on the press plate prior to operating the press. **IMPORTANT: Failure to do so may lead to damage to the juice tray, press plate and upper press plate.**
- Never operate the motor with the press plate removed. **Damage may occur if the piston reaches full extension without the press plate installed.**
- The PURE Juicer is equipped with an IEC plug/receptacle on the back of the machine. The PURE Juicer is designed to operate on 115 V (volts) or 230 V at 60 Hz or 50 Hz. All juicers shipped from PURE Juicer Company are set to 115 V unless otherwise marked. PURE chose the IEC plug/receptacle to simplify connecting the machine to the wall receptacle. This is the same style of cord found on most computers. PURE recommends a 15 A (amp) receptacle and circuit to power your juicer.
- For countries/areas/territories with a different plug style, using the PURE Juicer with your power is as simple as finding a replacement 10 A power cord that fits local outlets and has an IEC connector (IEC C13) on the end. Use a cord no longer than 2 meters in length with a 10 A minimum rating. If in the UK, where plugs are fused, make sure the plug has a 10 A fuse. If your local voltage is 220-240 V, confirm there is a 230 V label attached next to the IEC plug/receptacle. If not, proceed to the instructions on page 60 to configure the motor to 230 V.
- Make sure the motor is configured to 230 V before operating at that voltage. Otherwise, irreparable motor damage will occur. If in doubt, contact an electrician.
- Do not modify the plug in any way. The unit has a 3-pin polarized plug. To reduce the risk of electric shock, this plug will fit in a polarized outlet only one way. If the plug or cord becomes damaged, purchase a new power cord. Also, best practice, do not use an adapter permanently, purchase the correct power cord to connect to the power supply.





### 1. Install cutter:

- a. Align the cutter flats to the flats on the motor shaft.
- b. Press the cutter onto motor shaft until the cutter and motor shaft are flush.
- c. The cutter set screw is factory preset. Should adjustment be required a 5 mm Allen wrench is provided, see page 62 for instructions.



### 2. Attach the offset feed tube:

- a. Align the attachment marks on the feed tube and the mounting hub.
- b. Engage the cleats on the feed tube with the slots on the mounting hub.
- c. Rotate clockwise until the tab engages with a click.
- d. Confirm the feed tube is locked in place vertically.
- e. If the feed tube can be rotated back to 11 o'clock it is not locked; repeat steps a-d until the feed tube is locked. Do not operate if it is unlocked.

## ADDITIONAL NOTE

Every effort has been made to deliver the machine to you in a perfectly clean state. However, PURE recommends washing all food contact parts prior to use with soap and water.



3. Install the feed pan at the top of the feed tube; press firmly into place.



4. Choose a grid according to what you are juicing (see pages 30-35).  
The #10 is an all-purpose grid.
- a. Place the appropriate grid onto the grid tray.
  - b + c. slide the grid tray into the feed tube slot.

## PROPER LIFTING AND CARRYING

- Lift from the back side for best grip and to prevent damage.
- Put your left arm through the press chamber.
- Your right hand supports the bottom.
- Place juicer on counter and rotate so the front faces forward.
- Avoid carrying the juicer in any way other than this recommended manner. If the juicer is too heavy, please seek assistance.



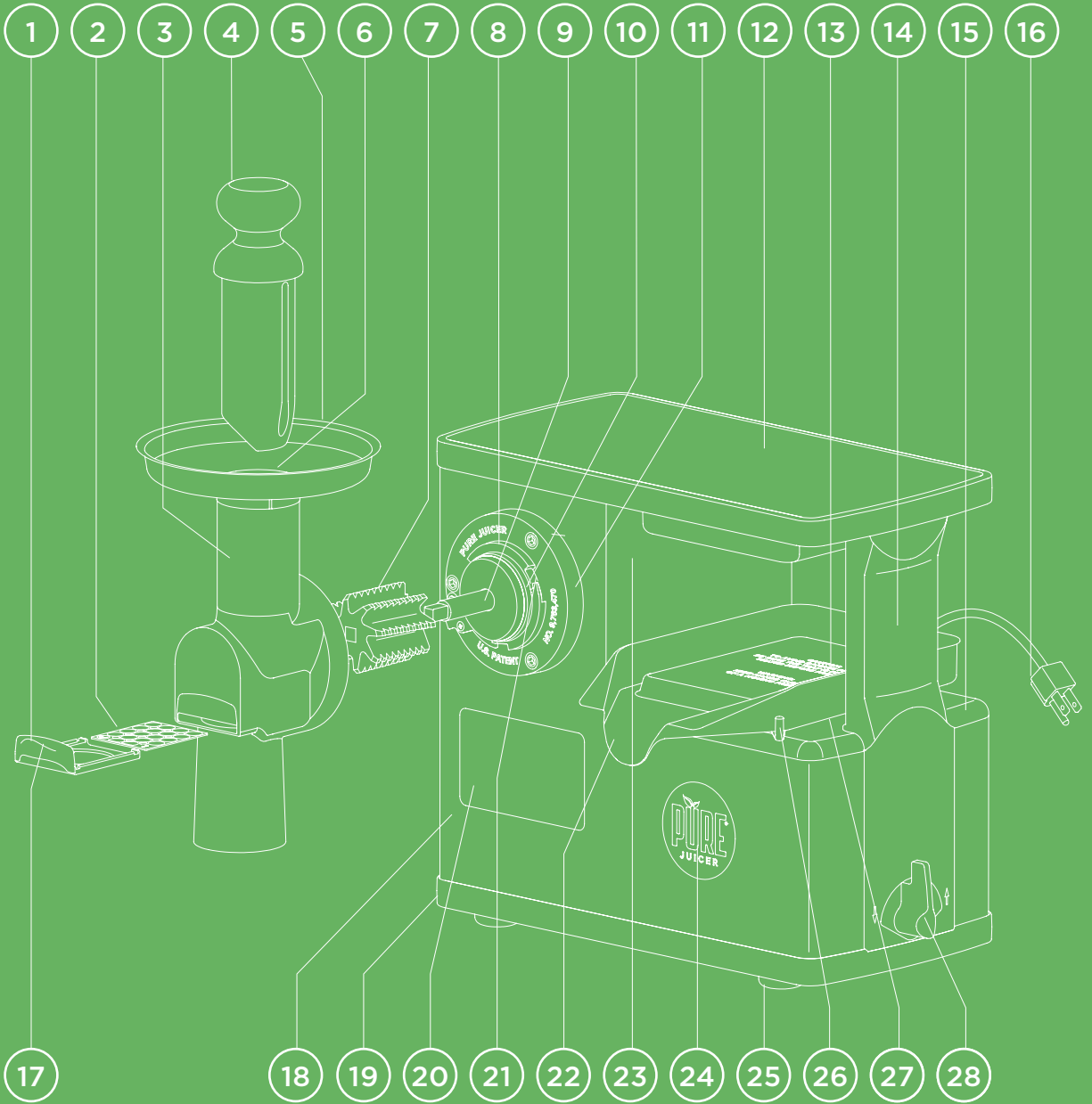
5. Place the press plate into the piston hole in the middle of the press platform, taking care to engage the guide fork with the guide rail inside the side pillar.

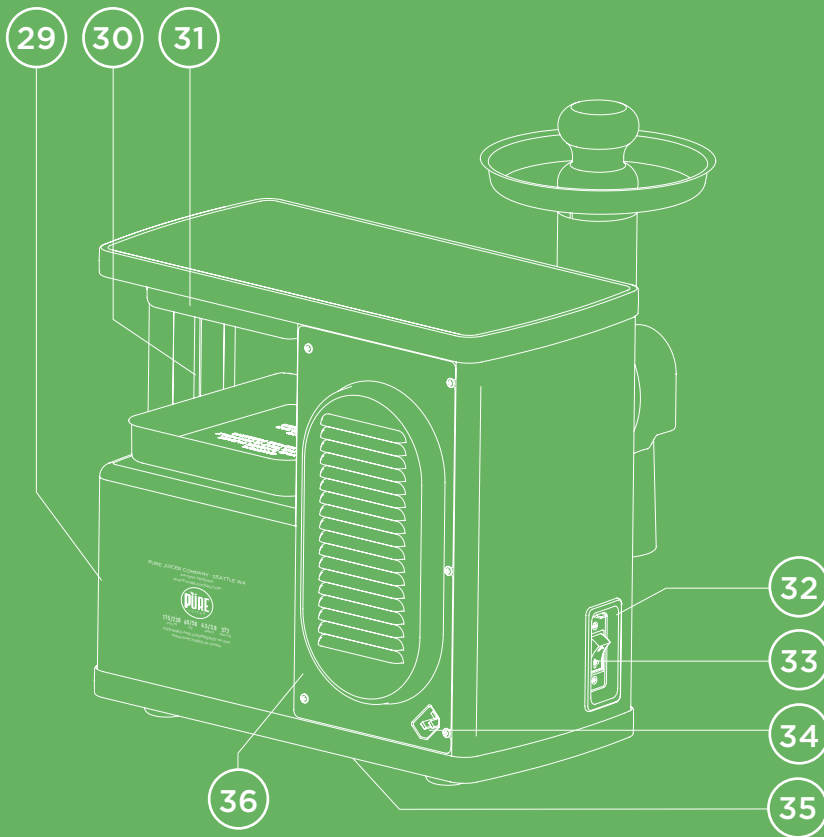


6. Place the juice tray onto the press plate and ensure that the juice tray retainer secures the juice tray from sliding forward. Ensure the recess on the juice tray is fully seated on the press plate or damage to the tray and press plate can occur. A 3 mm Allen wrench/ hex key is provided in case the juice tray retainers need adjustment.
7. Make sure the valve handle is flipped toward you in the press-down position. **Caution:** Always make sure the handle is left in the press-down position.



# MACHINE DIAGRAM WITH GLOSSARY





1	Grid tray	19	Base plate
2	Grid	20	Bumper
3	Offset feed tube	21	Slot
4	Pusher	22	Spout
5	Feed pan	23	Press chamber
6	Feed chute	24	Logo
7	Cutter	25	Rubber foot
8	Lock tab	26	Juice tray retainer
9	Motor shaft & flats	27	Press Plate
10	O-ring	28	Valve handle
11	Feed tube mounting hub	29	Back cover
12	Top cover	30	Guide rail
13	Juice tray	31	Upper press plate
14	Side pillar	32	Switch bezel
15	Press cover	33	Switch
16	Power cord	34	IEC cord receptacle
17	Grab tab / Bag hook	35	Serial # plate
18	Front cover	36	Belt cover

# MACHINE FEATURES

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The PURE Juicer is a true two-stage juicer. It is approved by the Gerson Institute for the Gerson Therapy. All of the parts that contact food have been manufactured out of stainless steel. The left side contains the grinder/ triturator and the right contains the hydraulic press. Many companies claim to make cold-press or two-stage juicers but only have two screen sizes or progressively smaller screens, which is not the same. A true two-stage juicer has a grinder and a separate press - period.

## THE PURE GRINDER/TRITURATOR

The grinding system is composed of the following: feed tube, hardened cutter, grids and grid tray. This combination of elements grinds the mash finer while at the same time keeping it cooler to produce the best juice in the world.

## FEED TUBE

The PURE feed tube is simple to install and remove, with a patented twist-lock mount for effortless installation and removal. Its offset design enhances the juicing experience and all but eliminates “kickback” (pulp flying back out).

## PUSHER

In the process of redesigning this simple part, we made an important discovery. To eliminate a pocket of unground produce in the feed tube, we decided to reshape the pusher to fit it around the spinning cutter. This reshaping not only reduced the amount of pressure needed to push the produce—it also significantly lowered the temperature of the pulp.



### HARDENED CUTTER

The heart of the grinder is the PURE cutter, made from surgical-grade 440c stainless steel that has been heat-treated and hardened to Rc50. With good care, it will stay sharp for years and possibly for the life of the machine. The cutter has been sharpened to the precise angle needed to process food with the lightest push. Once ground, fruits and vegetables flow through the grid-and-grid-tray assembly and out the bottom of the feed tube. The feed tube and cutter are engineered to add little heat or oxygen to the mash and produce a fine pulp for maximum yield.

### JUICE TRAY

The juice tray's sloped gutter allows the juice to flow more quickly. Its tall sides help prevent overflow.

### THE HYDRAULIC PRESS

5000 pounds of force combined with the largest press chamber on the market produces not only the best quality juice, it also means up to 1 liter per pressing. The PURE Juicer's streamlined side pillar opens up the press chamber to hold up to three pulp packs and provides plenty of room for you to work.

# MACHINE FEATURES

## (CONTINUED)

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### GRID TRAY

The grid tray mounts flush to the feed tube. This low profile design minimizes snagging of the pulp pack when transferring it to the press tray. The grid tray's pull tab is also designed as the cutter release tab; with the lightest touch it freely ejects the cutter.

### GRIDS

Smooth Sided, No Sharp Edges.

The least understood parts of the two-stage juicer are the grids. The grids regulate the fineness of the grind. The PURE Juicer comes with eight grids: four for juicing (#6, 8, 10 & 12) and four for fine grinding and nut butters (#2, 3, 4 & 5). For the maximum yield, use #6 or #8. For the coolest pulp and the easiest push, use the #10 or #12 grid.

### PRESS PLATE

The newly-redesigned PURE press plate is two times as stiff. Made of corrosion-proof #304 stainless steel and removable for easy cleaning of the press chamber, the plate has two juice tray retaining arms so the juice tray is always properly seated on it. It is also dishwasher safe.

### PURE PRESS CLOTHS & BAGS

The Gerson-approved PURE press cloths and bags are specially woven for PURE from food-grade yarn. PURE Press cloths and bags have the longest life and highest yield of any press cloth.

# JUICING 101

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The best juice is made from the coolest pulp squeezed at the highest pressure until every last drop is extracted.

The PURE Juicer's offset feed chute, the hardened steel cutter, curved pusher and the large grids combine as a system to keep the pulp and the entire machine cool. The PUREJuicer grinds better and presses harder than other juicers and does not overheat the pulp, keeping enzymes and nutrients whole.

The best juice is the coolest juice. At home this means the highest yield. In a juice bar your PURE Juicer runs cooler and does not overheat the pulp. At home or in your business everyone benefits from producing the world's finest, freshest juice.

# THE CUTTER

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## CUTTER REMOVAL

The cutter may not feel sharp like a knife but it is very sharp. NEVER grab it barehanded. A silicone grab-sleeve is included to remove the cutter. Slide the sleeve over the cutter, grasp firmly and pull.

If the cutter becomes stuck, it can be easily pried loose. Follow the instructions on page 63.

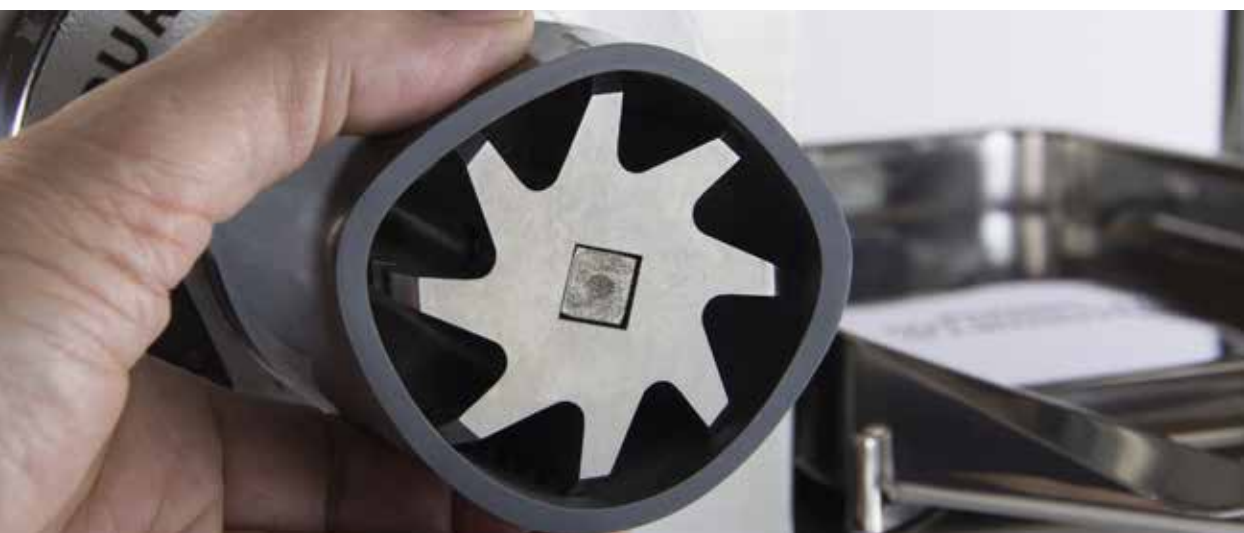
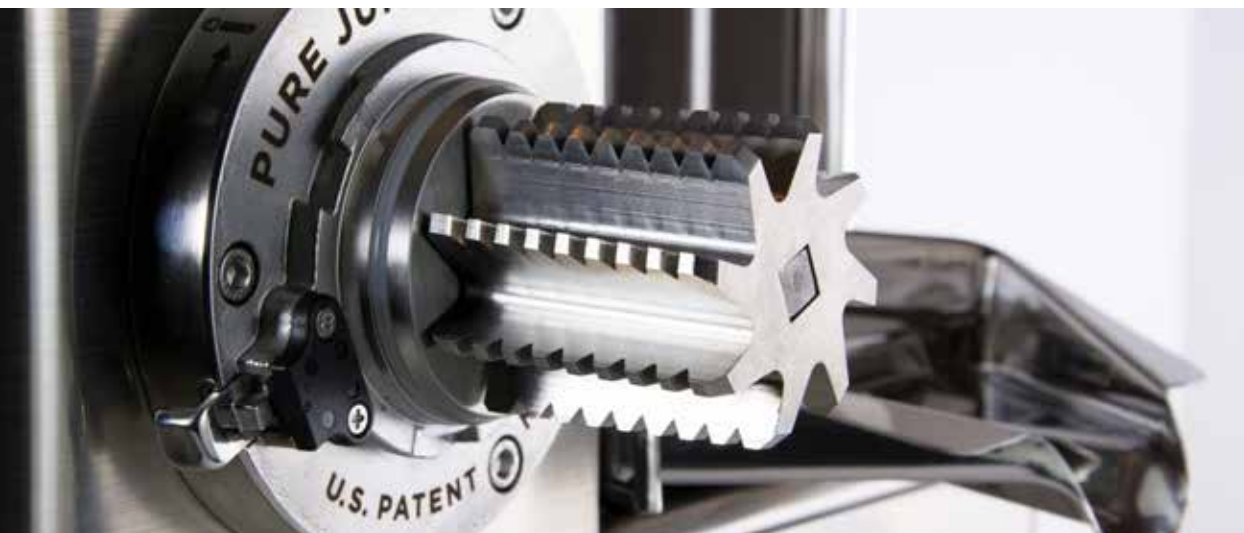
If the cutter becomes noisy,  
see page 62.

## CUTTER SHARPENING

PURE Juicer offers free sharpening (once every two years) as long as the juicer is under warranty.

Please request a RA# (Return Authorization Number) from PURE Customer Support. Once you have the RA#, just mail your cutter in; be sure to include: name, address and RA#. Note: this service covers normal wear and tear. It does not cover damage from improper foreign matter (such as pebbles) or using a fork or knife as a pusher (oops!)





## THE O-RING

Removal and cleaning: first, remove the cutter, then the O-ring. As a best practice to disinfect and sanitize, wipe the O-ring and the groove in which it sits daily with a 3% hydrogen peroxide solution. Wipe dry before storage.





OPERATION

# JUICING QUICK START

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## Apple Carrot Juice

1kg/2lb. carrots and 1kg/2lb. Granny Smith apples;  
yield 1liter/1quart

1. Choose the #10 grid and place it onto the grid tray.
  2. Slide the grid tray into the feed tube.
  3. Place a bowl under the feed tube.
  4. Turn on the PURE Juicer
  5. Feed ingredients into the feed tube. Never insert fingers into the feed chute; always use the pusher to complete the push.
  6. Make sure to stir the pulp in the bowl well. The malic acid in the apple activates more nutrients in the mash so you get the most out of your juice.
  7. Lay two PURE press cloths in a rectangular baking dish or lasagna pan on the left side of the Juicer.
  8. Place a 2 liter/2 quart measuring cup under the spout of the juice tray.
- 

## JUICING SET UP

Depending on your juicing habits, there are different ways to set up your work area for juicing. Please go to our website to see more ways to arrange your workstation.  
[www.purejuicer.com](http://www.purejuicer.com)



# JUICING QUICK START

## (CONTINUED)

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9. Scoop 250 - 500 ml / 1-2 cups pulp into the center of a PURE press cloth (photo 9).
10. Cloths: fold in thirds in both directions, see page 52.  
Bags: fold in thirds, seam in, all pulp in the middle third only, see page 53.
11. Place one juice pack on the press and center on the juice tray (place the folds down). **Important: Before pressing, to prevent damage, always ensure that juice tray is fully seated on press plate!**
12. Rotate the press handle away from you (clockwise) (photo 12).  
Best Practice: as the juice starts to flow, slow the press to prevent overflow. (see "Speed Adjustment" on pages 52 and 53) at the beginning of the press cycle to prevent the juice from overflowing the juice tray.
13. Press until the juice stream breaks from a continuous stream to a broken stream (photos 13 & 14). This takes about 1-2 minutes.

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## SIMULTANEOUS GRINDING AND PRESSING

A note on saving time: You may grind more produce or begin clean up while waiting for the press to finish pressing. Limit simultaneous grinding and pressing to not more than 50% of operating time to prevent the motor from overheating.



## A NOTE ON KICKBACK

The PURE feed tube has been designed to virtually eliminate produce kicking back up the tube when it is inserted. If you experience any kickback, clean the grid and consider increasing to a larger grid size.

# HOW THE PURE JUICER WORKS

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Two-stage cold press juicing is, like the name says, a two-stage process.

1st Stage: Produce is ground into a fine wet pulp that releases the nutrients and activates the enzymes. Stir the pulp well to activate and achieve the best nutritional value.

2nd Stage: After grinding, the pulp is placed inside a PURE press cloth or bag and pressed for up to 1-2 minutes to extract all the juice.

The cold pressing process extracts more nutrients and enzymes and produces higher quality juice than other juicing methods. This results in better taste with longer shelf life. While cold pressed juice does store very well, the fresher the juice the better the juice. Green juice is best drunk within 24 hours.



## TO PEEL... ?

The literature indicates if the peel is a different color like an apple there are additional nutrients in the peel. If the color is a uniform color like a carrot, the nutrient density is not concentrated in the skin. For more information contact the Gerson Institute, [www.gerson.org/gerpress](http://www.gerson.org/gerpress)



## ...OR NOT TO PEEL?

The other issue associated with the peel is shelf life. If you drink only freshly made juice this does not apply. Best practice is thorough cleaning by peeling, cleaning sonically or soaking in 3% hydrogen peroxide. This eliminates bacteria that accelerate decay. Some just prefer to peel. The bottom line: the cleaner and fresher the produce, the longer the shelf life of your juice.

# GRID CHOICE

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The geometry of the PURE feed tube and cutter is optimized for fine grinding, even with the large #10 and #12 grids. In testing, PURE has discovered that the combination of fine grind, very high pressure and a long press time yield the best most nutritionally complete juice.

The PURE is designed to be part of an optimally healthy lifestyle. To support that mission we also include grids that can be used to make frozen treats, chunky and smooth nut butters, pesto and even grinding coffee.

Grid choice is determined by what you are grinding / processing. Nut butters use the smaller grids and juice, the largest.

Whatever you are making, use the largest grid you can that still works for the application. This will reduce grid clogging, heat and kickback.

When juicing greens, you may notice that longer press time is needed and the pulp temperature is higher than normal. If this happens, increase the grid size.

Tip: If you are already using the #12, the largest grid, try the following method to clean the grid without fully removing it. Slide the grid back and forth to "shave" the build-up off its surface, but don't fully remove it. With each pass increase the distance a little until the grid tray slides back and forth without effort. Now, push it all the way back in and continue juicing.

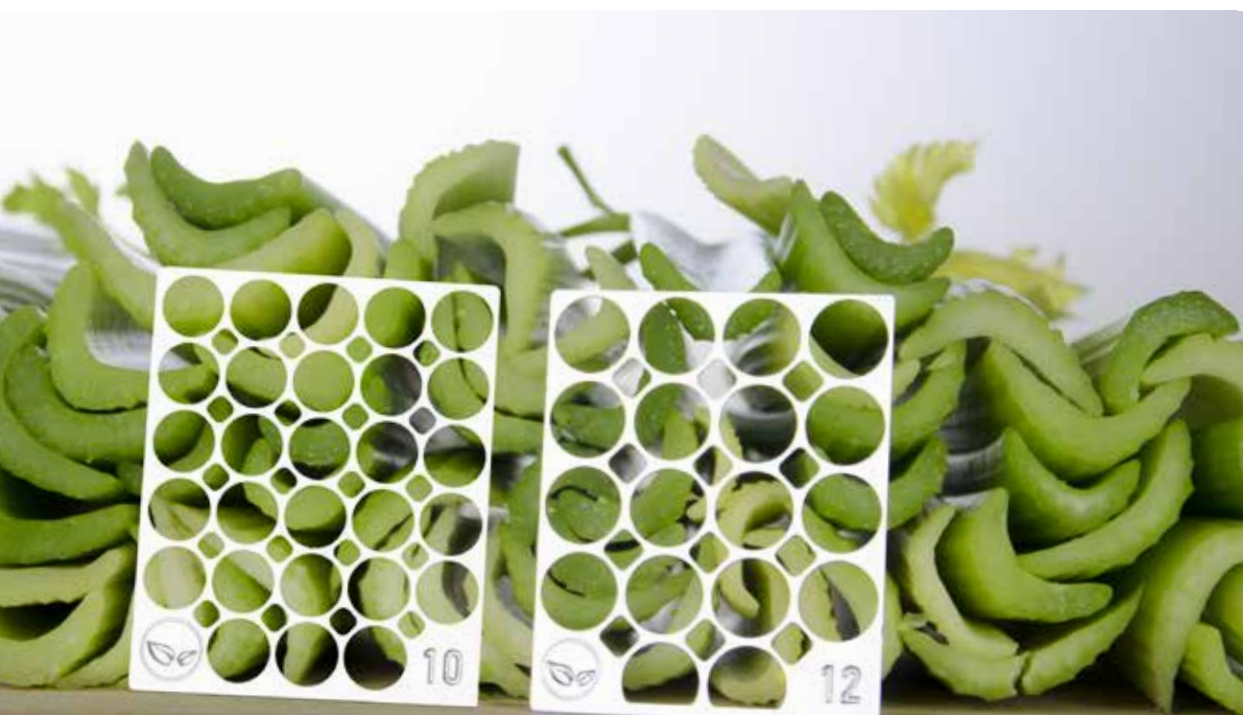
While there is a temptation to find other uses for the machine as a grain mill or vegetable shredder, etc., we at PURE Juicer believe that other appliances are better suited to such tasks.



# PURE GRID SELECTION GUIDE

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The choice of the grid can vary depending upon the application. On the following pages are recommendations. The grids are the least understood part of a two-stage juicer. What the grid does is create back pressure in the pulp. Because small holes keep the pulp in the cutting chamber longer the cutting chamber, it is ground more finely. We find that the best grids for juicing are the #8, #10 and #12.

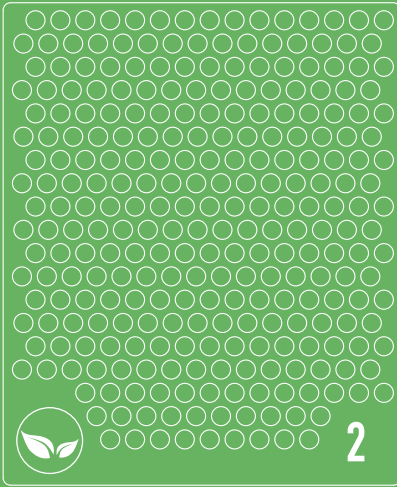


## CAUTION

Only grind with the recommended grids. Grinding with a too small or severely clogged grid may overheat the motor and could cause permanent damage. Never juice with a grid smaller than #6.

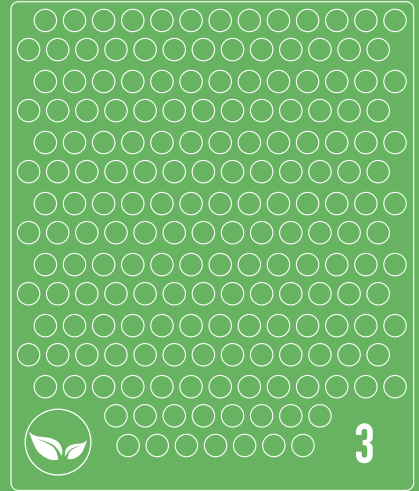
## MISCELLANEOUS GRIDS #2-5

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2

Coffee  
Fine grinding

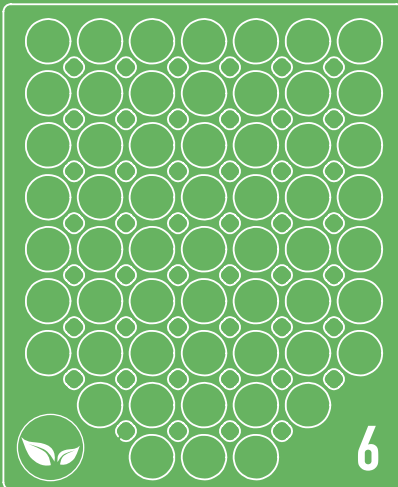


3

Smooth nut butter  
Baby food  
Purée

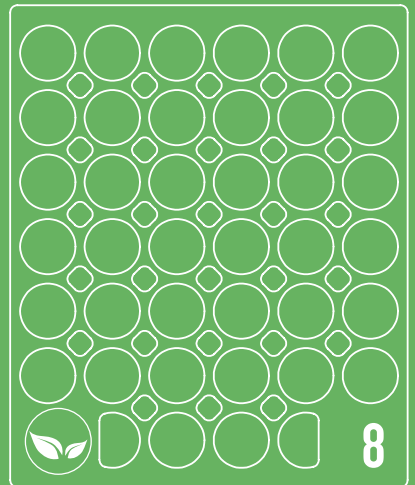
## JUICING GRIDS #6-12

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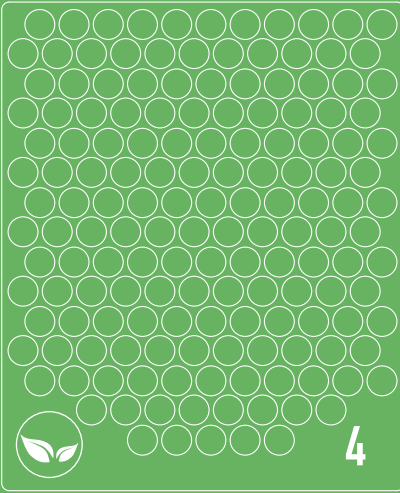
6

Juicing berries



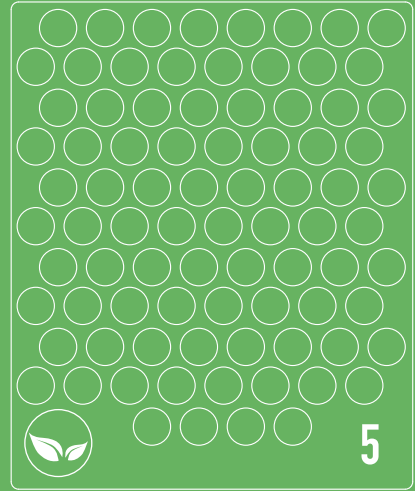
8

Non-fibrous produce



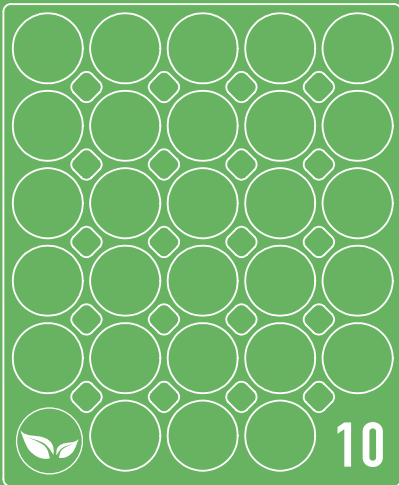
4

Chunky nut butter  
Smooth pesto



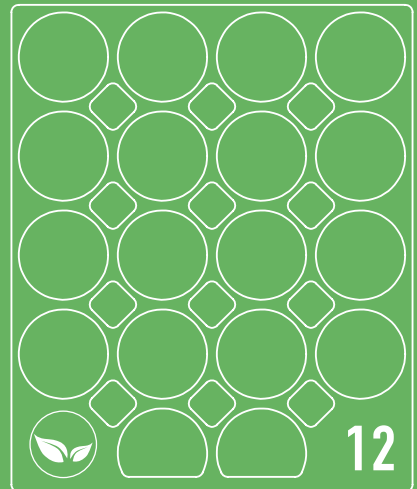
5

Frozen dessert  
Shaved ice  
Jams



10

All purpose grid  
All produce  
Fibrous greens



12

Big batch juicing  
Extra-fibrous greens

## SOFT FRUITS:

These are best eaten whole or made into a frozen treat or puree.

Frozen dessert or puree: #4, 5 or 6

Juice: #6 or 8

Apricot, banana, berries, cherry, citrus, grapes, melon, papaya, peaches, pears, persimmons, pineapple and plums

*Stone fruits; remove the seed.*

## NON-FIBROUS VEGETABLES:

Juice: #8 or 10

Apples, beets, broccoli, brussels sprouts, carrots, cabbage, cauliflower, cucumbers, peppers (hot and sweet), pomegranate, potato, spinach, lettuce, pumpkin and tomato

*Spinach is very slippery and should be mixed with other produce to prevent pulp squirting out of the cloth or bag when pressed.*

## FIBROUS VEGETABLES:

Juice: #10 or 12

Beans, chard, coconut, dandelion greens, endive, Jerusalem artichoke, kale, mustard greens, onion, parsley, parsnips, peas, radish, rhubarb, turnip and watercress

## EXTRA-FIBROUS VEGETABLES:

Juice: #12

Celery, ginger, turmeric and wheatgrass

*Wheatgrass is best mixed with other produce. If you are juicing a lot of wheatgrass, PURE recommends a purpose-built wheatgrass juicer.*

## MISC:

Coffee: #2 or 3

Nut butter (smooth): #2 or 3

Cheese, grated: #4, 5 or 6

Nut butter (crunchy): #4 or 5

Nut meal: #4, 5 or 6

Frozen dessert or shaved ice: #5 or 6

Jam: #5 or 6

Cheese, shaved: #8, 10 or 12

Chopped dried fruit: #8, 10 or 12

# HOW TO JUICE JUICY PRODUCE

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1. Some produce - like cucumber, celery, lettuce, apple and watermelon, to name a few - are very wet and make a wet pulp. Grind such produce with the #8 or #10 grid (to minimize splatter) into a strainer. (photos 1A + 1B)



2. Use the strainer to separate the pulp from the juice by agitating the pulp until it forms a gelatinous ball.
3. Transfer to a press cloth and press for 1-2 minutes. Recombine with the strained juice.

# JUICING METHOD: PURE PRESS CLOTH

Transfer 250 - 500 ml/1-2 cups of pulp onto a PURE press cloth.

Place 2-4 cloths flat on a tray.

Fill and fold one juice pack.

Place on the juice tray and begin pressing.

Continue making juice packs.

Lower the press and add a second juice pack. Continue making and adding juice packs, up to four juice packs.

When the press chamber is fully filled, press until pressing is complete. Pressing is done when the juice starts to drip instead of flowing in a stream.

Note : The press remains at full pressure until all the juice has been extracted.





# FOOD PREPARATION



Food preparation is best done prior to juicing. Many people prepare produce several hours before or the night before. This allows the prepared produce to be refrigerated and juiced while cold, improving storage life of the juice. If juicing spinach or other leafy vegetables that may contain pebbles, always wash thoroughly to prevent damage to the cutter and feed tube\*, even if purchased as prewashed. We recommend using only fresh organic produce.

Prior to turning the motor on, always confirm that the press handle is in the press-down position. Turn the motor on for a moment, then off, to confirm correct assembly of all parts onto the juicer. Once confirmed, turn the motor back on and begin feeding produce into the feed tube. Feed down the right hand side of the chute. To prevent any possible kickback, feed the produce with one hand, covering the opening of the tube with the other hand, palm down. Once the produce is even with the top of the juice tube, use the pusher to feed the produce in the rest of the way. NEVER insert your fingers into the feed tube.

*\*Cutter warranty is based on normal wear and tear. Pebbles will chip and damage the cutting edge and are not covered in the sharpening warranty.*



# THE PUSHER

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Note that there is a raised button on the inside of the feed tube that fits into the groove on the side of the pusher; this keeps the pusher correctly aligned.

There are two ways to feed the produce:

1. Smoothly and continuously:

Recommended for soft, easy to push produce like carrots, apples and celery.

2. Hammer Style:

Recommended for produce like wheatgrass and kale that are hard to push. For these, we use a hammer-like motion. Don't be timid; lightly pound the top of the pusher with the heel of your palm as if it were a hammer. Pound and pause; pound and pause; repeat until done. The goal is not to push hard and long but to keep advancing the produce. Apply pressure, but not forcefully enough to stop the motor and jam the cutter.

As you learn to juice, you will identify which technique to use.

Never push so hard as to stall the motor. If the motor stalls and does not restart after 2 to 4 seconds, turn the machine off and clear the jam by removing the grid tray. Try restarting, and while running, reinsert the grid tray. If this does not work, remove and rinse the cutter and feed tube and restart the machine.







## THE PUSHER

### (CONTINUED)

#### The Art and Science of Pushing

The pusher is the connection between your PURE Juicer and you. Many of us are not mechanical, but the PURE Juicer is a machine as well as an appliance. To get the most from it we need to be production oriented. Let's start with the pusher. Learn to feel your pusher and listen to your PURE. Are you working too hard? If so, is the grid the right size or is it getting clogged? Is the motor straining, stalling or getting hot? Don't push so fast!

If greens are compressing and becoming hard to push, try folding the leaves in half so the stalk and leaf are fed into the cutter at the same time. If an apple or carrot slightly too big, try hammer-style pushing instead of cutting to a smaller size.

The PURE is tough. Learning to push quickly and efficiently can save a lot of time. Become familiar with your PURE Juicer. To get the most from your investment, pay attention. If something doesn't sound, feel or look the way it should, check in the troubleshooting section of this manual or call customer support. Proper use and care are important: Get to know your PURE Juicer.



## NOTE ON THERMAL PROTECTION

The motor is thermally protected and designed to shut down if it overheats or stalls. Turn the power switch off, wait five to ten minutes for the motor to reset itself, then turn the power on again. Learn to never push so hard as to stall the motor.



## ADDITIONAL NOTE

This electric motor is designed for continuous operation. If the machine is in continuous use for thirty to sixty minutes or more, the top left side or even the entire juicer may feel warm to the touch. This is normal.

# JUICER CLEANING & MAINTENANCE

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The PURE Juicer was designed to provide many years of trouble-free service. With proper care and maintenance, it will stay in as-new condition for many years to come. All the food-contact parts are food-safe and most are food-grade stainless steel (SS). The only exceptions are the food-safe ABS plastic pusher and silicone O-ring.

The following parts are removable and dishwasher safe:

Feed tube - #304 SS

Feed pan - #304 SS

Cutter - hardened #440c SS

Grid tray - #304 SS

Grids (set of 8) - #304 SS

Juice tray - #304 SS

Press plate - #304 SS

Pusher - food-safe ABS

Mounting hub/feed tube O-ring - food-safe silicone

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## MAINTENANCE SCHEDULE: DAILY

- Remove and wash the pusher, feed tube, feed pan, cutter, grid tray, grids and juice tray.
- Wipe the mounting hub O-ring with 3% hydrogen peroxide.
- Wipe cutter after washing and place on a towel until fully dry to prevent corrosion.
- Allow the motor shaft and cutter bore to dry before reassembling; Lubricate shaft with vegetable shortening or food-safe grease if cutter is hard to remove.

# CLEANING SUPPLIES

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We recommend the following for cleaning and maintaining your PURE Juicer. We use several, as needed:

Lemon juice, as an organic stainless steel cleaner

A sponge/scrub pad for stainless steel

Stainless steel cleaner (to remove tough stains)

Cleaning brushes, for the feed tube and juice tray gutters

Blue paper shop towels, for general wipe down

Microfiber towel, for general wipe down

Green Scotch-Brite™ or 400-grit sandpaper for cleaning motor shaft

Always wipe with the grain of the stainless steel, never with a circular motion, and only with a pad recommended for stainless steel

## MAINTENANCE SCHEDULE: WEEKLY

- Remove and wash the press plate.
- To prevent tannin build-up, soak the food-contact parts (food pusher, feed tube, cutter, grid tray, grids and juice tray) for one hour in a 3 - 6% hydrogen peroxide solution, then rinse in cold water and let dry.
- Rinse thoroughly so there is no soap residue.



## DO'S AND DON'TS

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The PURE Juicer has a brushed stainless steel exterior and an aluminum chassis.

To maintain the brushed finish, never use steel wool or an abrasive pad like green scrubbing pads. These will scratch the stainless steel surface and mar the finish. Use only cleaning pads recommended for stainless steel and aluminum. Always wipe with the grain. Never wipe in a circular motion. To avoid scratching the brushed finish, avoid metal to metal contact: never set the feed tube, cutter or any metal parts on top of the juicer.

Bleach is the most effective cleaner (followed by hydrogen peroxide) of tannin deposits on stainless steel. Both bleach and hydrogen peroxide work the same way; they dissolve organic bonds. If the stainless steel parts have a heavy tannin buildup that cannot be removed with hydrogen peroxide: in a 20 liter / 5 gallon bucket mix 360 - 720 ml / 1.5 - 3 cups bleach into 12 liters / 3 gallons of water to make a 3-6% bleach solution. Soak the parts till the tannins dissolve (approximately 4-8 hours) and rinse thoroughly in cold water until clean; the parts should come clean with no scrubbing required.

Because bleach gives off chlorine gas, use it with great care and only in a well-ventilated area. Wear gloves, do not inhale, and, if possible, store the soaking bucket outside or on a porch.

# PURE PRESS CLOTHS & BAGS



## DESIGN

The PURE press cloths and bags are designed for hydraulic pressing and especially to filter juice without allowing pulp through. PURE press cloths are custom woven to our specification from food-grade yarn. With proper cleaning, the low-stick material lasts two to four times longer than traditional filter material. The weave of the material allows the free flow of juice without clogging. The PURE press cloth can be used more times between cleaning cycles than traditional press cloths and has been approved for the Gerson Therapy by the Gerson Institute.

## CLEANING

When used daily, PURE press cloths require a thorough weekly cleaning. They may be soaked to dissolve the organic bonds and restore the cloth to like-new performance. The best ways to dissolve organic bonds are bleach (most effective) or hydrogen peroxide ( $H_2O_2$ ). Bleach does the best job, but is not always an option. Mix a 3% solution of bleach or a 3-6% solution of hydrogen peroxide, soak the cloths for 4 - 8 hours, then rinse thoroughly. If you're not satisfied, increase the solution strength and repeat. Note: some staining is normal. The best way to 'bleach' the cloth is to let the sun do it the old fashioned way - by line drying. The UV rays of the sun are the best whiteners available.

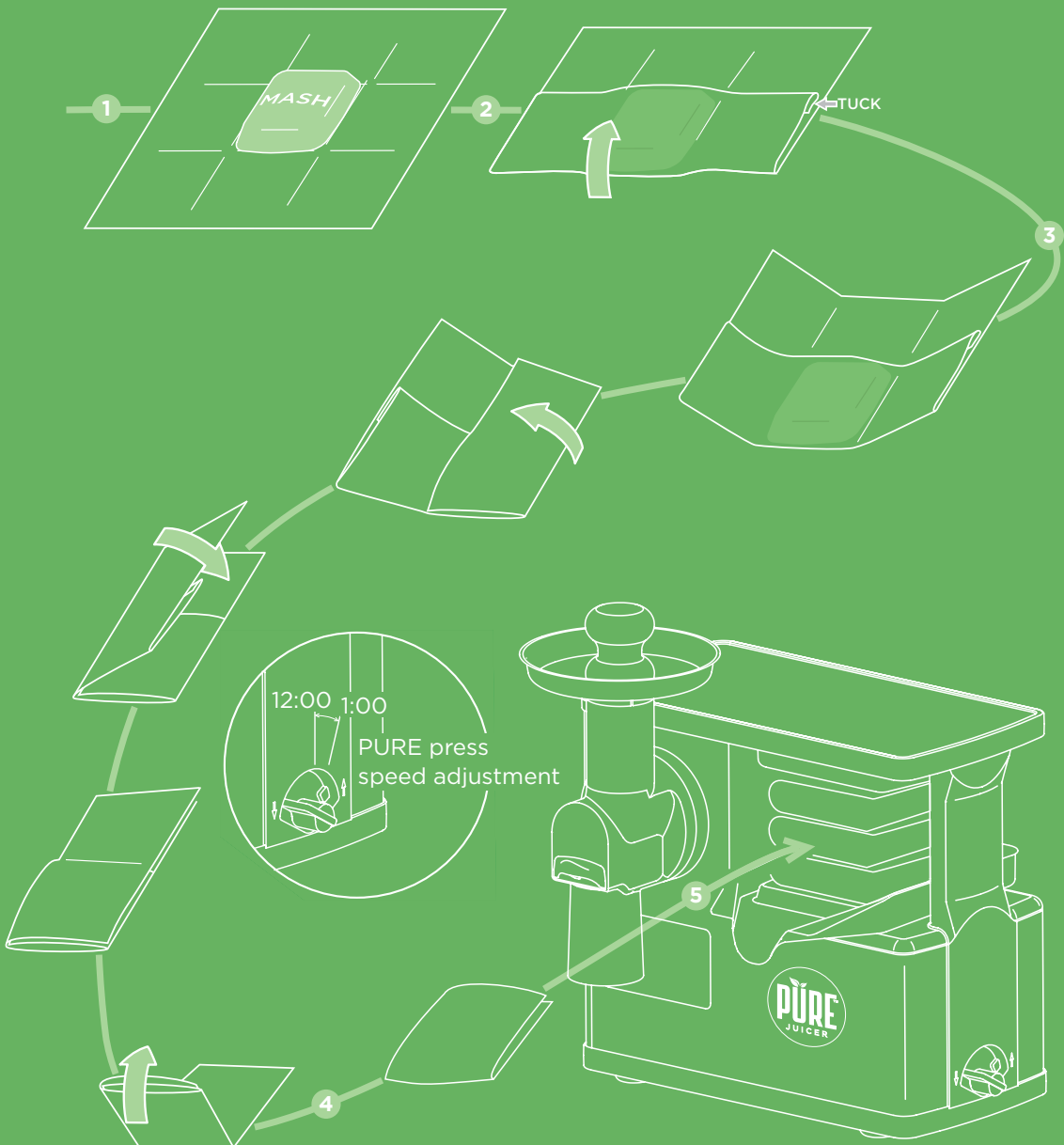
The press cloth will remain functional if properly cleaned and sanitized for months or even years. Discoloration is normal. Discard the cloth when heavily discolored or when it is no longer functioning properly. Yields will decrease significantly with a cloth that is ready to be replaced.

## STORAGE

Rinse when done, fold in thirds in both directions, press out the water, place in a plastic bag and freeze, which prevents bacterial growth; do not refrigerate. Thaw when ready to reuse.

## USING THE PURE PRESS CLOTH:

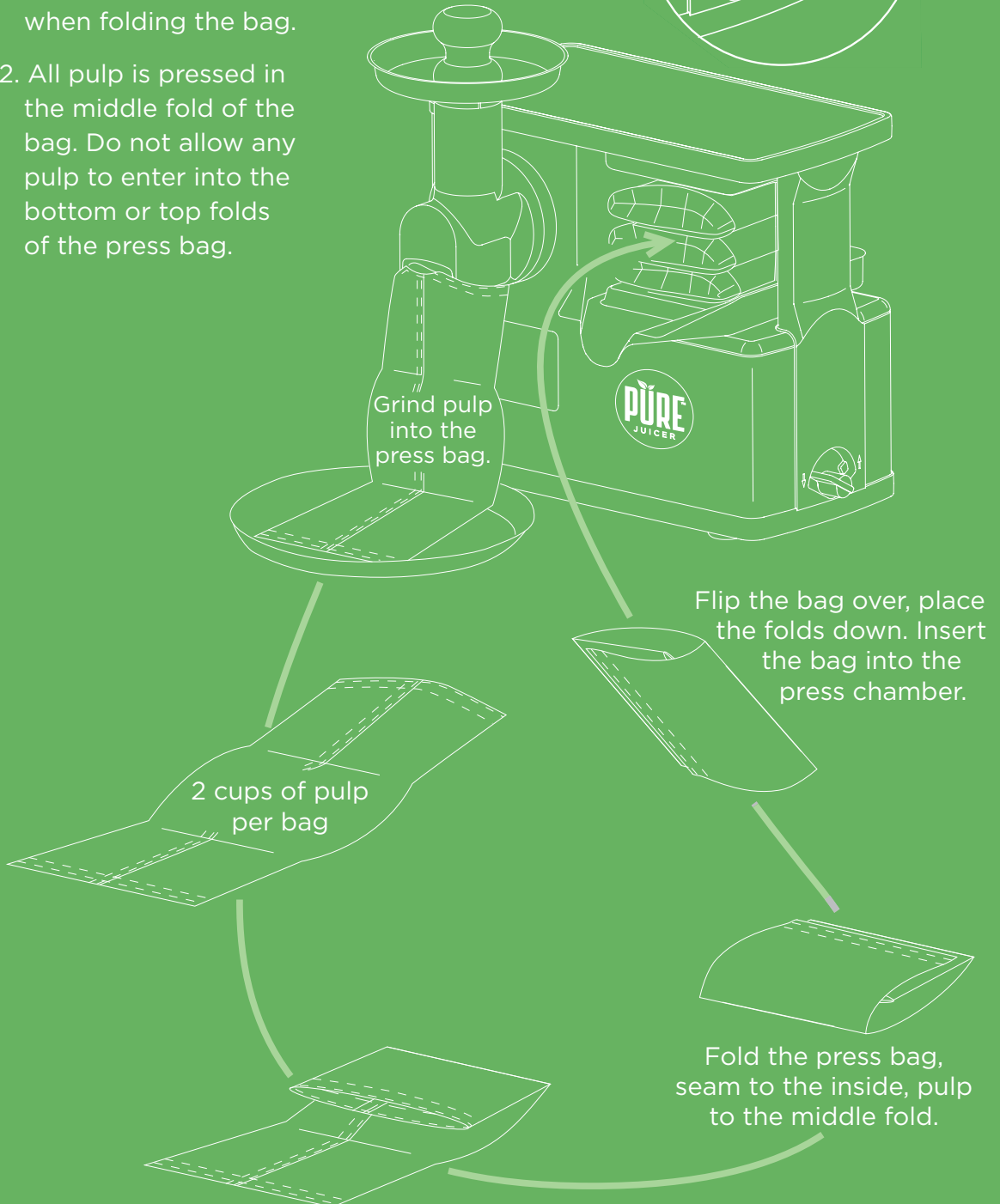
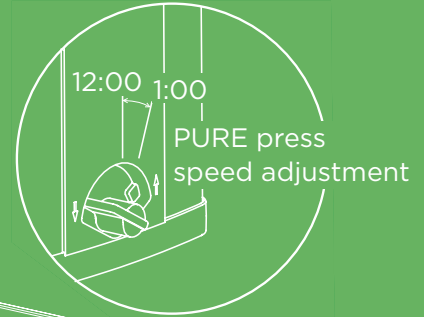
1. Scoop 250 - 500 ml / 1-2 cups of pulp onto the center of the press cloth.
2. Fold the bottom third up, and tuck the edge under to make a snug press pack.
3. Fold the right and left thirds over the center.
4. Fold the pouch over the empty folds; the pulp on top and the folds down.
5. Place up to three cloths into the press chamber.



## USING THE PURE PRESS BAG:

Proper use is essential to prevent seam failure when pressing:

1. The long seam must face in when folding the bag.
2. All pulp is pressed in the middle fold of the bag. Do not allow any pulp to enter into the bottom or top folds of the press bag.







**PROTECT YOUR  
PURE JUICER**

# SERVICE SCHEDULE

PART	ACTION	RESIDENTIAL	COMMERCIAL
O-ring	Replace	As needed	As needed
Motor shaft	Clean & lubricate	As needed	As needed
Cutter	Sharpen*	Never	Yearly
Carrier bearing**	Replace	If noisy	If noisy
Motor shaft seal	Replace	As needed	As needed
Drive belt	Replace	As needed	As needed
Motor bearings	Replace	12 years	As needed
Hydraulic fluid	Replace	12 years	Yearly
Juice tray	Replace	As needed	As needed

\*Send cutter to PURE Juicer Company for sharpening; see p. 20 for details.

\*\*Always change the motor shaft seal when the carrier bearing is changed

## PREVENTIVE MAINTENANCE

The PURE Juicer is designed to provide years of trouble-free service and require little maintenance. Listed above are recommended service intervals for intensive residential and commercial use.



If service is required, please  
contact PURE Juicer  
for full instructions.

# RECOMMENDED SPARES

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We will always work with you to try to find a solution to repair the machine without having to ship it back to a factory authorized service center.

Only a qualified PURE Juicer service center or skilled mechanic should work on the machine. If your PURE Juicer requires service, please contact PURE Juicer Company to arrange to return the machine for service.

If you live outside the US or a long way from a PURE Juicer service center or cannot risk downtime, the following spare parts are recommended:

Grids, #8, #10 & #12

O-rings, 3-12 pieces

Drive belt, 1-2 pieces

PURE press cloth, 12-48 pieces

Cutter, 1 piece (commercial only)

Juice tray, 1 piece

Press plate, 1 piece

Carrier bearing and motor shaft seal, 1 set





## MOTOR INFORMATION

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The PURE Juicer has been designed to work anywhere in the world. The motor is dual voltage and can be reconfigured at the flip of a switch to run on 100 - 120 VAC and 220 - 240 VAC. As shorthand we say, 115 V or 230 V service. All motors are set for 115 V unless otherwise marked.

### CONFIGURING THE MOTOR TO 230 VOLTS

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Underneath the belt cover on the back of the Juicer body is a switch to reconfigure the motor from 115 V (100 - 120 VAC) to 230 V (220 - 240 VAC).

1. Loosen but don't remove the three screws on the right side of the belt cover. Loosen and remove the three screws on the left side of the belt cover. Remove cover.
2. Press the switch down into the 230 V position.
3. Reattach the belt cover.



## IMPORTANT NOTE ON 230 V ELECTRICAL SUPPLY

Exercise extreme caution! Confirm the motor is set up for 230 V before plugging it in. Never plug the 115 V motor into 230 V or the motor will be irreparably damaged.



## MOTOR SPECS

1/2 HP / 372 W  
100 - 120 V / 220 - 240 V  
60 / 50 Hz  
3500 rpm / 2850 rpm

# TROUBLESHOOTING

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## MACHINE WON'T START?

Confirm that the cord is firmly plugged in at the back of the machine and the outlet. Confirm there is power to the outlet. Confirm the feed tube housing is in the upright and locked position. If the machine hums but won't start, check for a foreign object preventing the cutter from rotating. Note: Some 230V plugs (UK) are fused. Make sure the plug is rated for 10A and that the fuse is good.

## THE MACHINE STOPS DURING USE?

Check to see if there's power to the socket; if a GCFI breaker or fuse has tripped; if the cutter has jammed. Confirm that the grid is large enough (#8-12).

NOTE: If the motor gets too hot, there is an internal thermal cutout. If the motor overheats, it will shut down until it has cooled down and resets (5-10 minutes), to protect the motor from damage. Grinding and pressing simultaneously for extended periods may cause overheating.

CAUTION: Extension cords: use with care; a too long or too light cord may cause overheating.

## MASH OVERHEATING OR HAVING TO PUSH TOO HARD?

Is the grid clogged? Remove & clean. Is the grid too small? Increase grid size.

## IS MOTOR SIDE NOISY?

Noisy Cutter: use the 2.5mm Allen wrench/ hex key to lightly secure the cutter to the motor shaft. Tighten just enough so the cutter cannot be removed by hand. Noise with no cutter installed: if there is a loud noise with cutter removed the carrier bearing and motor seal need replacement.



### PRESS DOES NOT RISE?

Check the drive belt for continuity; Check to see if belt is broken (remove the belt cover as shown on p. 60).

#### WARNING:

Never run the press without the press plate installed. Doing so will damage the piston o-ring, resulting in loss of pressure.

### CUTTER IS STUCK ON THE MOTOR SHAFT?

Use the grid tray as a cutter removal tool. On the back of the cutter, one tooth is shorter than all the rest of the teeth. Locate and rotate to 12 o'clock. Insert the grab tab portion of the grid tray behind this tooth and use it to pry the cutter loose. Use a flat-blade screwdriver if you need more leverage.

If the cutter repeatedly becomes stuck, coat the motor shaft lightly with vegetable shortening or a food-grade grease. PURE recommends Dow Molykote 111. Always make sure shaft and cutter are thoroughly dry before reassembling. Handle the cutter carefully as it is sharp.



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## CONTACT US

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MON-FRI: 9:00am - 4:00pm PST

COMMUNITY:    