ROWAN

Espresso Coffee Machine

INSTRUCTION MANUAL



Series : Nova Pure™
Model No.: RCE5012-M

Scan The QR Code To
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Web: www.rowanappliance.com
Email: support@rowanappliance.com
Tel: 888-668-9338

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Important Safeguards

When using electrical appliances, basic safety precautions should always be followed, including the following:

1. Read all instructions.
a) To protect against electric shock, **do not** immerse the coffee machine, power cord, or plug in water or any other liquid.

2. This appliance is not intended for use by persons (including children) with reduced physical, sensory, or mental capabilities, or lack of experience and knowledge, unless they are closely supervised and instructed concerning use of the appliance by a person responsible for their safety. Close supervision is necessary when the appliance is used by or near children. Children should be supervised to ensure that they **do not** play with the appliance.

3. Turn the appliance OFF, then unplug from the outlet when not in use, before assembling or disassembling parts and before cleaning. To unplug, grasp the plug and pull from the outlet. Never pull from the power cord.

4. Avoid contact with moving parts. Keep hands and utensils out of the bean hopper and grinder during operation.

5. **Do not** operate the appliance with a damaged cord or plug, or after the appliance malfunctions, is dropped, or is damaged in any manner. Contact Customer Service at 888-668-9338 for information about examination, repair, or adjustment.

6. The use of attachments not recommended or sold by the manufacturer may cause fire, electric shock or injury.

7. **Do not** use outdoors.

8. **Do not** let cord hang over edge of table or counter, or touch hot surfaces.

9. Check the bean hopper for foreign objects before use.

Important Safeguards

10. This appliance is intended for household use only.

11. **Do not** touch hot surfaces. Use handles or knobs.

12. Turn the appliance OFF, then unplug it from the outlet when not in use, before assembling or disassembling parts, and before cleaning. Allow the appliance to cool before installing or removing parts and before cleaning. To unplug, grasp the plug and pull it from the outlet. Never pull on the power cord.

13. **Do not** place the appliance on or near a hot gas or electric burner or in a heated oven.

14. Always attach plug to appliance first, then plug cord into the wall outlet. To disconnect, turn any control to "off," then remove plug from wall outlet.

15. **Do not** use the appliance for any purpose other than its intended use.

16. Use only cold, filtered water in the water tank. **Do not** use deionized or mineral water.

17. WARNING: Risk of scalding. **Do not** remove the portafilter during extraction. Wait until extraction has stopped before removing the portafilter.

18. To reduce the risk of injury, **do not** drape cord over the counter top or table top where it can be pulled on by children or tripped over unintentionally.

19. A short power-supply cord is provided to reduce the risk of becoming entangled in or tripping over a longer cord. Longer detachable power-supply cords or extension cords may be used if care is exercised. If a longer cord is used, its marked electrical rating should be at least as great as that of the appliance. If the appliance is grounded, use a grounding-type 3-wire extension cord. Arrange the longer cord so that it does not drape over the countertop or tabletop, where it could be pulled on by children or present a tripping hazard.

20. Electric Shock Hazard - **Do not** immerse the body, power cord, or plug in water or on a damp surface. The plug must be connected to a grounded power socket.

Important Safeguards

21. Scalding Risk: The group head, steam wand, and hot water outlet are extremely hot during operation and for a short period after shutdown. **Do not** touch them with your hands and keep them away from children.

22. Always unplug the appliance before cleaning.

23. If the SUPPLY cord is damaged, it must be replaced by the manufacturer, its service agent or similarly qualified persons in order to avoid a hazard.

24. **Do not** disassemble, repair, or modify the appliance on your own. Any unauthorized disassembly or modification may cause safety hazards.

SAVE THESE INSTRUCTIONS FOR HOUSEHOLD USE ONLY

Know Your ROWAN Product

Thank you for choosing our product. To ensure safe operation and optimal performance, please read this manual carefully.

Parts Introduction



① Water tank (38.7 fl oz / 1.14 L)

② Steam wand

③ pressure gauge

④ Drip Tray Grille

⑤ Drip tray

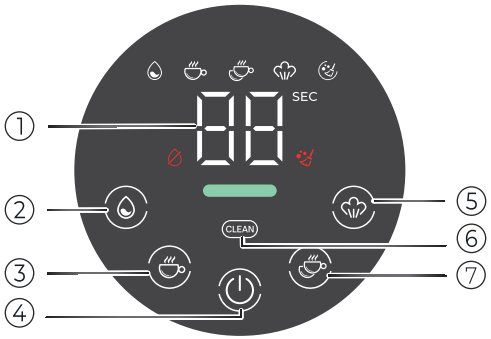
⑥ Brewing panel

⑦ Hot water outlet

⑧ Portafilter（58mm)

Know Your ROWAN Product

Brewing Panel



- No Water Alarm
- Descale reminder
- ① Brewing time
- ② Hot water
- ③ Single espresso
- ④ Power
- ⑤ Steam
- ⑥ CLEAN（Descale）
- ⑦ Double espresso

Know Your ROWAN Product

Accessories



① Milk jug (13.5 fl oz/400mL)

② Tamper

③ Single wall filter basket (1 cup)

④ Single wall filter basket (2 cup)

⑤ Tamping spoon

⑥ Cleaning pin

⑦ Descaling powder (1 packet)

⑧ Cleaning cloth

Operate Your ROWAN Product

Before First Use

NOTE:
For indoor use only. Place it on a stable, ventilated surface away from heat sources and sinks. Make sure the water level in the tank is above MIN mark. Do not start the heating when there is no water.

1. Check if the accessories are damaged after unboxing.
2. Remove the red plug at the bottom of the water tank, fill the water tank with pure water. The water level should not exceed the MAX mark.
3. Connect the device to the power source, touch the power button, the machine will start preheating. After preheating, it will enter standby mode.
4. Place a cup below the hot water outlet. Touch the hot water button, run the hot water function for about 10 s, and then touch the hot water button again to stop the water flow.
5. Insert the portafilter into the brewing head. Place the cup below the portafilter, touch the Single Espresso to start the rinsing.
6. Put the steam wand at the drip tray or the milk frothing jug, touch the steam button to release steam for about 10 s.

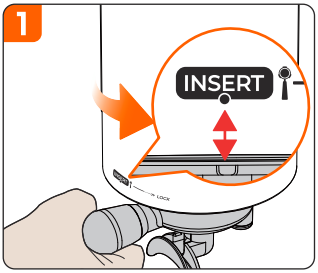
Using Tips

1. Water type: the pure water is recommended to be used to reduce the scale formation and maintain the best taste of the espresso.
2. Filter selection: It is recommended to preferentially use a single-wall filter.
3. Hot water and steam will spray out from the steam wand. Please be careful to avoid scalding.
4. After 5 minutes of inactivity, the machine enters standby mode. Touch the Power button to wake it.
5. Hot water may flow out from the water spout. Be careful to avoid scalding.
6. No operation for five minutes, it will enter standby mode. Touch the power button can wake it up.

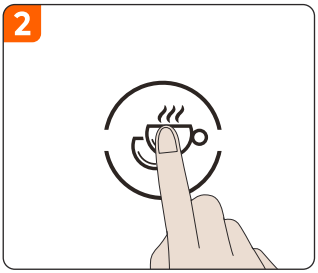
Operate Your ROWAN Product

Operation Instructions

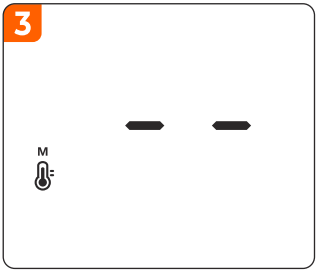
Brewing Espresso



1. Align the portafilter handle with the "INSERT" position, insert it into the brewing head, and rotate it fully toward "LOCK." Place a cup under the portafilter.



2. Touch the Single Espresso or Double Espresso button once to start brewing. The machine stops automatically when the selected cycle is complete. To stop brewing early, touch the selected button again.



3. The default volume is 1.2 fl oz (35 mL) for a single shot and 2.4 fl oz (70 mL) for a double shot.

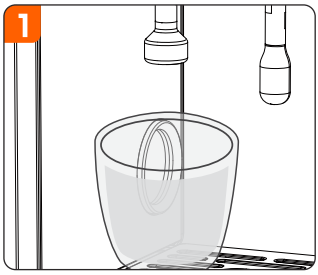
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Custom Brew Volume

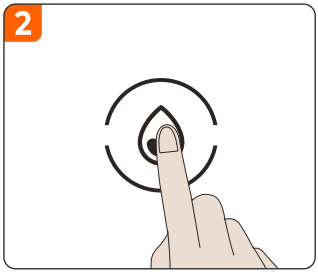
· To set brew volume, press the single or double cup button for 3 seconds to enter the custom brew time mode of single cup (or double cup). Press the single cup button to reduce the time or press the double cup button to increase the time. The brewing time will be automatically saved after 3 seconds of operation.
NOTE: The brewing volume range is 1.0-1.7 fl oz (30-50 ml) for single cup and 1.7-3.2 fl oz (50-95 ml) for double cup.

· To restore the default brewing time, press the single and double cup buttons simultaneously for 3 seconds. The brewing time for both single cup and double cup will be restored at the same time.

Making Hot Water



1. Place a heat-resistant container with a capacity greater than 6.8 fl oz (200mL) under the hot-water outlet.

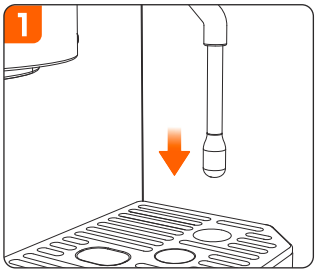


2. Touch the Hot-Water button once. The machine dispenses approximately 6.8 fl oz (200mL) of hot water and then stops automatically. Touch the Hot-Water button again to stop early.
WARNING: Keep your hands away from the hot-water outlet during and after dispensing.

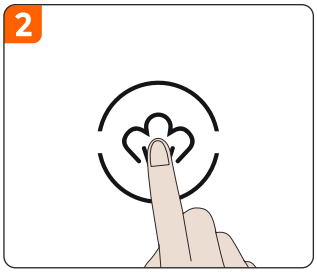
Operate Your ROWAN Product

Frothing Milk

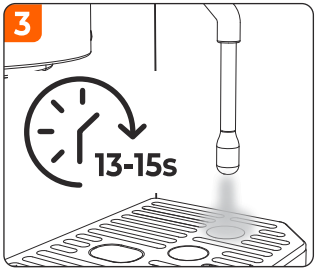
Tip: Have your milk and jug ready before you begin. Once preheating is complete, you'll have about 1 minute to start frothing — otherwise the machine will need to reheat.



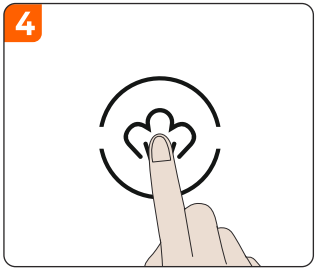
1. Before preheating, aim the wand over the drip tray to avoid being scalded by the burst of steam once preheating finishes.



2. Touch the steam button. The steam icon will flash while the machine preheats.

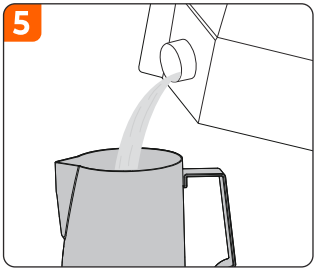


3. After about 13–15 seconds, preheating is complete. The steam icon turns solid, and steam begins flowing steadily.

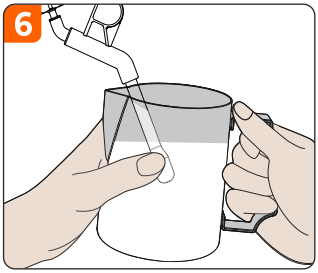


4. Touch the Steam button once to pause the output.

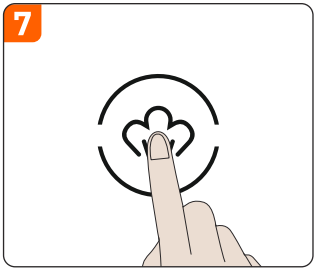
Operate Your ROWAN Product



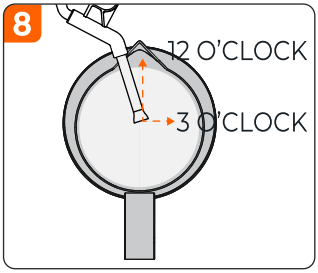
5. Pour cold milk into the milk pitcher. The recommended amount is approximately 5.1 fl oz (150 mL).



6. Hold the base/side of the jug in one hand and the handle in the other. Raise the jug so the wand tip is submerged about 0.8 in (2 cm) below the milk's surface.

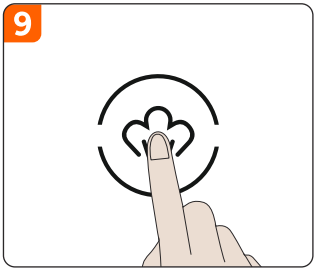


7. Touch the Steam button again to resume the steam output and begin frothing.



8. Keep the wand's arm at the 12 o'clock position and the tip angled toward 3 o'clock. This creates a gentle vortex for smooth, silky foam.

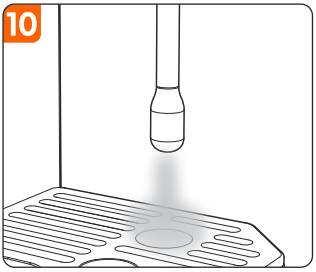
Operate Your ROWAN Product



9. Once the milk reaches your desired texture and temperature, press the button to stop, then lower the jug away from the wand.
TIPS: 1. After stopping steam, the machine remains ready for 30 seconds. Touch the “Steam” button again during this time for a quick restart.

2. When switching from steam to espresso or hot water, a small amount of hot water may drain into the drip tray before the selected function starts. This is normal.

3. Steam stops automatically after 99 seconds, and the machine releases internal pressure.



10. Point the steam wand toward the drip tray. Touch the Steam button to purge any milk residue from inside the wand, then touch the button again to stop.



11. Wipe the outside of the wand with a damp cloth.
NOTE: Clean the wand after every use — leftover milk can dry and build up inside, creating a hygiene risk.

Operate Your ROWAN Product

Extraction Guide

Optimal Extraction
Extraction Optimale



✔ **Within**
Espresso Range



- Flows slowly, like warm honey
- Crema is golden brown with a fine, velvety texture
- Espresso is rich, dark brown
- Tastes balanced, sweet, and full-bodied

Under-extraction
Sous-extraction



✘ **Under**
Espresso Range



- Flows quickly, like water
- Crema is thin and pale
- Espresso is light, pale brown
- Tastes sharp, bitter, sour, and watery

Over-extraction
Surextraction



✘ **Over**
Espresso Range



- Flows in drips, or not at all
- Crema is dark and spotty
- Espresso is very dark brown
- Tastes bitter and burnt

Situation / Solution	Under-extraction	Over-extraction
Grind	Grind finer	Grind coarse
Dose	Use more coffee (Recommended Dose Single: 13 g (0.46 oz); Double : 19 g (0.67 oz)	Use less coffee (Recommended Dose Single: 13 g (0.46 oz); Double : 19 g (0.67 oz)
Tamp	Tamp harder	Tamp lighter

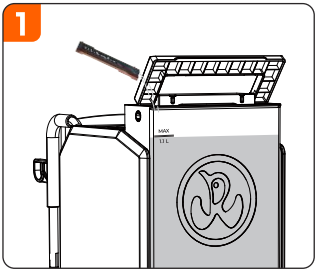
Maintenance & Descaling

Daily Cleaning Suggestions

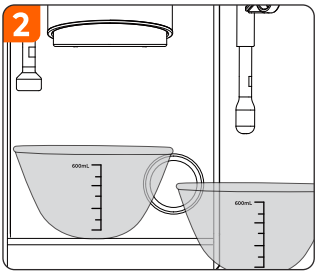
1. Hot water may collect in the drip tray during normal use. Check and empty it regularly to prevent overflow.
2. After each use, empty and clean the drip tray. Rinse the portafilter and filter basket. After the machine has cooled, wipe the group head with a clothing cloth.
3. After extraction stops, touch the Single Espresso button to rinse the group head. Allow the group head to cool, then wipe it with a clean, damp cloth.
4. After frothing milk, aim the steam wand down over the drip tray and release a short burst of steam to clear the inside, then wipe it with a damp cloth.

Descaling

1. Descale every 3 months using descaling agent to clear mineral buildup from the boiler and internal tubing.
2. After 676.3 fl oz (20 L) of cumulative use, the descale icon will start flashing. This is just a reminder — it won't affect normal operation. To dismiss it without descaling, touch and hold the Clean button for 3 seconds. Note that this only clears the alert for now: the water counter keeps counting, and the alert will reappear at the next startup until descaling is actually completed.



1. Add approximately 38.7 fl oz (1.1 L) of fresh water and one 1 oz (28 g) packet of citric-acid descaling agent to the water tank. Wait 5 minutes for the descaling agent to dissolve completely.



2. Prepare two heat-resistant containers, each with a capacity of at least 20 fl oz (600 mL). Place one under the brewing head and the other under the steam wand.

NOTE: Water from the hot-water outlet drains directly into the drip tray.

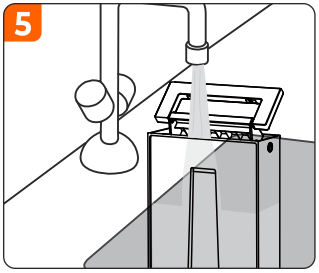
Maintenance & Descaling



3. Touch the Clean button once to start the descaling. The descaling reminder icon remains on while the machine intermittently discharges hot water through the brewing head, steam wand, and hot-water outlet.



4. The descaling phase takes approximately 5 minutes. When it is complete, the Descale reminder turns off and the cumulative water output volume resets to zero.



5. Remove and thoroughly rinse the water tank, then fill it with pure water. Empty both containers and the drip tray. Place one container back under the brewing head, hot water outlet and the other under the steam wand. Touch the Clean button again to start the rinsing phase. The rinsing phase takes approximately 2 minutes. When it is complete, the entire descaling process is finished.

Warranty Statement

Thank you for choosing a ROWAN coffee machine. We are committed to providing high-quality products and offer the following warranty service to protect your rights.

This ROWAN product comes with a One (1) Year Limited Warranty from the original date of retail purchase. During the warranty period, if the product fails due to defects in materials or workmanship under normal use, ROWAN will provide free repair or replacement services.

The product is not covered by its warranty in the following conditions:
· Misuse or unauthorized repair performed by unqualified person.
· Other purposes other than household use.
· Damages due to operations not recommended in the user manual.
· Using unqualified parts or accessories to perform repair.
· Damages due to shipping to repair, service or replacement.
· Normal wear and tear of wearable accessories and parts.
· Damage due to force majeure.

Troubleshooting

Phase	Problem	Cause	Solution
Power on	No display	· The machine is not plugged or powered on.	· Plug the machine in and power on.
	No water	· The water tank is not installed properly. · No water in the tank.	· Fill the tank with water. · Reseat the tank securely
	Descaling Reminder icon keeps flashing.	· This is a descaling alarm, but it does not affect the functional operation.	· Conduct the descaling operation as instructed in the manual. · Long press the descale button for 3 s to cancel the alarm. But the alarm will still occur next time.
Brewing	No water	· No water in the tank.	· Fill the tank with water.
	Pump runs, but no water comes out.	· Tank is low or empty. · Coffee is ground too fine. · Pump has an air lock.	· Fill the tank with water. · Use a coarser grind. · Run the steam function for 15 s to clear the air lock.
	The machine fails to dispense water.	· Pump malfunction.	· Contact customer service.

Troubleshooting

Phase	Problem	Cause	Solution
Brewing	No crema, or crema is very thin (under-extraction).	· Grind too coarse. · Not enough coffee. · Grounds not tamped evenly.	· Grind finer. · Add more coffee. · Tamp evenly and firmly.
	The extraction pressure is too high.	· The coffee grounds are too fine. · Excessive amount of coffee powder.	· Coarsen the coffee grounds. · Decrease the amount of coffee powder.
	Excessive vibration or loud noise.	· Not enough Water. · Descaling overdue (3+ months).	· Refill the tank. · Descale following the instructions in this manual.
Steam	No steam, or steam output is very weak.	· Not fully prepared. · Steam wand is clogged.	· Wait for preheating to complete. · Clean the steam wand now to clear the clog.
	Both steam and hot water come out after using the steam function.	· This is expected — the machine is releasing internal pressure.	· No action needed. As routine maintenance, clean the drip tray regularly.

Troubleshooting

Phase	Problem	Cause	Solution
Hot water	No hot water is dispensed.	· Not enough water. · Descaling overdue (3+ months).	· Refill the tank with clean water. · Descale following the instructions in this manual.
Water leakage	Water leakage	· The drip tray has not been cleaned. · The water tank is not properly installed.	· The drip tray needs to be cleaned regularly. · Ensure that the water inlet at the bottom of the water tank is properly fitted in place.

Environmental Protection



You can help protect the environment!
Strictly abide by the regulations: Please put the discarded electrical equipment into the corresponding waste station for disposal.

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