

## Bluewater to showcase product line-up at Aquatech 2017 and launch clean drinking water movement

Wednesday 25 October, 2017

Bluewater, a global leader in residential water purification technologies, is excited to be returning to Amsterdam, the Netherlands capital, for one of the largest water technology events in the world – Aquatech 17. From 31 October to 3 November, Bluewater will showcase premium products that deliver unmatched purified water delivery efficiency as well as unveil plans to build a planet-wide movement to bring purer water to everyone and tackle reliance on single-use plastic.

“We will be showing visitors from 139 countries our complete model range of water purification products, including Bluewater’s compact, direct-flow Pro and Spirit water purifiers that harness the company’s unique patented second-generation SuperiorOsmosis™ technology,” said Bluewater European sales chief, Ting Li. The Bluewater SuperiorOsmosis™ technology delivers unmatched purification efficiency, operating capacity and service life giving users up to 8,000 liters of direct-flow water a day.

Bluewater SuperiorOsmosis™ resolves the criticism thrown at traditional RO technology that it generates more waste water than clean drinking water. Bluewater’s technology removes contaminants such as toxic metals, chemicals, pharmaceutical residues, micro-organisms and other harmful substances and particles down to 0.0001 microns while also slashing the reject water stemming from the filtration processes.

Bluewater is also leveraging Aquatech to announce a strategic push to fast-track wider public access to purified drinking water and disrupt reliance on single-use plastic bottles. Bengt Rittri, the Swedish environmental entrepreneur who founded the Stockholm-based company, said Bluewater wants to reimagine point-of-use water delivery.

“We aim to harness human ingenuity to provide more people globally with on-demand clean drinking water in ways that will help bring an end to the need for throwaway plastic bottles,” Rittri said. He added the health of the planet demands imaginative thinking to halt the vast tide of plastic waste that sees over one million plastic bottles being sold every minute and less than nine percent recycled.

“Thanks to our SuperiorOsmosis™ technology, Bluewater can generate unsurpassed amounts of water at source that ends the need for long-distance transportation and plastic bottling,” Rittri said. He noted how Bluewater has shown the sustainability credentials of its products at a series of public events in 2016 and 2017, including supplying on demand pure water to teams and the general public during the 2017 America’s Cup in Bermuda and during the 1017 - 2018 Volvo Ocean Race.

### Background

Launching the latest technologies in process, drinking and waste water, Aquatech attracts trade visitors, press and retailers from around the world. The 2017 show will host over 850 exhibitors, a visitor attendance of 21,000 from 139 countries and 1,100 Amsterdam International Water Week (AIWW) conference delegates at the modern RAI Amsterdam Europaplein Centre, where you can visit the Bluewater Team at stand 05.225.

### About Volvo Ocean Race and America’s Cup

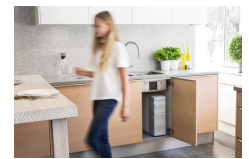
The first leg of the Volvo Ocean Race starts on October 22 from Alicante, Spain. The yachts will have stop-overs in 10 ports, including Cape Town, Hong Kong, Melbourne, Auckland, Itajaí, Newport, Rhode Island, Cardiff, Gothenburg and The Hague. During the 2017 American’s Cup races on Bermuda, Bluewater supplied the 100-strong Swedish Artemis team and support staff with a rainwater harvesting system that met their daily needs for drinking water. During the four weeks of the America’s Cup finals, Bluewater public water stations saved the equivalent of some 250,000 plastic water bottles from being used.

For more information, please contact:

• David Noble, Head of Communication and PR, on +44 7785 302 694 or [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

### About Bluewater

### Media:



### Related Sectors:

Consumer Technology ::  
Environment & Nature :: Health ::  
Home & Garden ::

### Related Keywords:

Water Purification :: Water  
Purifiers :: Bluewater Water  
Purifiers :: Reverse Osmosis ::  
Purified Water :: Volvo Ocean  
Race :: No Single Use Plastics ::

### Scan Me:



Bluewater helps people and businesses to benefit from cleaner, healthier tap water generated by the company's state-of-the-art water purifiers innovated with love in Sweden that remove virtually all pollutants, from toxic metals and chemicals to lime-scale. [www.bluewatergroup.com](http://www.bluewatergroup.com)

## Company Contact:

—

### Bluewater

T. 07785302694

E. [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

W. <https://www.bluewatergroup.com>

[View Online](#)

### **Additional Assets:**

<http://bluewatergroup.com/newsroom/#/>

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.bluewater.pressat.co.uk>