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Drain on water

Our use of the world's water resources is on an unsustainable path.

The world could suffer a 40% shortfall in water in just 15 years unless countries dramatically change their use of the resource, a UN report warns.

As the world's population moves to an expected 9 billion by 2050, many underground water reserves are already running low, while rainfall patterns are predicted to become more erratic with climate change.

In many countries, including India, water use is largely unregulated and often wasteful. At least 80 percent of India's population relies on groundwater for drinking to avoid bacteria-infested surface waters. And in Hong Kong, a city

famed for its wealth and development, water supply management processes do not match cities of similar development, according to an article in the South China Morning Post.

Bluewater water purifiers use patented second generation reverse osmosis to reduce water wastage while removing practically all known contaminants from drinking water.

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com^[IG1]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694