



A compact Bluewater under-sink water purifier removes microplastics and toxic chemicals from tap water

Dec 03, 2024 04:33 EST

## **Bluewater describe failure to agree a global plastics treaty as significant setback.**

Bluewater, a global water purification and beverage solutions leader, has slammed the collapse of UN talks on plastic pollution in Busan, South Korea, calling it a significant setback in the fight against environmental damage.



“Failing to reach an agreement highlights the need for transparency and accountability in managing our water resources amidst the growing threat of plastic pollution to public health,” said Bengt Rittri, founder and CEO of Bluewater. Rittri, a Swedish ecopreneur and passionate advocate for eliminating single-use plastic, points out that despite mounting evidence of microplastics contaminating air, food, water, and even human organs, global plastic production is forecast to triple by 2050.

Mr. Rittri’s comments followed the failure of countries at a UN conference in Busan, South Korea, last week to agree a global treaty to limit plastic pollution. Despite microplastics found in air, food, and water as well as in human organs, plastic production is forecast to triple by 2050 to 1.1 million tonnes, according to the United Nations Environment Fund (UNEP).

Mr Rittri notes that studies have shown that microplastics carry harmful

pollutants like PFAS, chemicals linked to cancer, hormone disruption, or developmental problems, endangering ecosystems and communities alike.

Mr. Rittri founded his Swedish-based company with a planet-friendly business plan: to harness human ingenuity to innovate tech solutions that would eliminate the need for single-use plastic water bottles.

Bluewater believes that manufacturers of single-use plastic products should be held accountable for managing the plastic waste generated. Over 600 billion single-use plastic bottles are produced annually, with only nine percent currently being unrecycled.

“It’s now vital we all come together to advocate for a future where clean water is a right, not a privilege, ensuring that every person on the planet has access to safe and uncontaminated drinking water without the need for single-plastic containers,” said Mr. Rittri.

For more information, contact David Noble, chief communications and PR officer, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785302 694 (mobile/WhatsApp)

#### About Bluewater

Founded in 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. Discover more about the Bluewater Café Station [here](#)

---

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](http://www.bluewatergroup.com)<sup>[IG1]</sup>

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

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

+44 7785 302 694