



Swedish consumers will now find it easier to enjoy high quality water from their home taps as water purification leader Bluewater signs up new Sweden-wide distributor for its products

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Bluewater expands its European distributor network with signing of new agreement with Sweden's Polarpumpen

Stockholm, May 18, 2022 -- Bluewater, a leading Swedish water purification company with sales in Europe, China, the USA and elsewhere, has signed a national distribution agreement for Sweden with Polarpumpen, one of Sweden's largest supplier of home improvement products and accessories, from heat pumps to air conditioning and pool equipment.

“We are extremely pleased that Polarpumpen has chosen Bluewater as its water purification partner. They will harness their trusted service network of technicians across Sweden, ensuring Bluewater’s customer can count on first class service support,’ says Nicolas Delgui Kallmert, International Business Development Manager for Bluewater.

Noting that Polarpumpen is part of the Bygghemma family, one of the biggest DIY stores in the Nordics. Polarpumpen’s online-shop will provide every consumer in Sweden easy access to Bluewater products.

Polarpumpen CEO Martin Gerre said: “The collaboration with Bluewater means that Polarpumpen not only makes it much easier for Swedish consumers to access clean water from their taps, but that we also support a more climate-smart and environmentally friendly approach in society. By consistently and carefully choosing who we collaborate with, we can contribute to a healthier future for coming generations. Bluewater is fully aligned with our values, which makes the partnership a no brainer.”

For more information about Polarpumpen visit www.polarpumpen.se and Bluewater, visit bluewatergroup.com

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