



Bluewater



Bluewater opens showcase store in Shanghai's Jiuguang department store

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## Bluewater Opens Showcase Store In Shanghai, China

Stockholm, Sweden, July 5, 2022 – Water and beverage brand Bluewater has opened a showcase store in Shanghai's Jiuguang department store, one of the most popular shopping destinations for consumers in the city. From July 1, Chinese homeowners concerned about their tap water quality have been able to enjoy a design concept in the Bluewater shopping zone that encapsulates the essence of the Swedish brand and its commitment to deliver great tasting tap water as clean as nature intended.

“We are absolutely thrilled to open our store-in-store to showcase our leading water purification solutions to the discerning shoppers visiting the Jiuguang store. We are also delighted to be able to welcome customers to a new home where they can learn about the exceptional performance of our water purifiers and how they provide true peace of mind that their tap water can be cleansed of practically all contaminants, from PFAS to lead and microplastics”, said Bluewater China chief Steven Tan. He said Bluewater believes the store will play a key role in the company’s ongoing growth in China.

In recent groundbreaking research, Bluewater studies verified its water purifiers can remove up to 99% of microplastics and other contaminants such as PFAS from tap water. Two studies were instigated by Bluewater at its research lab in the Stockholm Institute of Technology (KTH) after it became alarmed about the growing number of scientists reporting finding microplastics in humans and especially small children and infants.

The Bluewater microplastic removal study involved heavily contaminating drinking water with four common microplastic particles (polyethylene, polypropylene, polystyrene, and polyvinylchloride) prior to feeding it into an under-sink Bluewater Pro water purifier (photo above). The study revealed that the Pro successfully removed up to 99.9999% of all microplastics tested for.

The Bluewater PFAS removal study carried out in February was equally conclusive; showing a Bluewater Pro successfully removing 99.9% of the four most common pfas compounds in drinking water listed by the Swedish national food agency, PFO, PFOS, PFBA, and PFBS. The Bluewater results were independently verified by Eurofins, a world leader in food, environment, pharma product testing.

For more information, please contact Bluewater PR & Communications Director David Noble, +44 7785 302 694 or [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

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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)[IG1]

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