



A Bluewater hydration station serves water as clean as nature intended to golfers teeing off at the first hole at the prestigious St Andrew's Old Course – known as the 'home of golf'

Jan 08, 2024 04:11 EST

## Bluewater Pledges Game-Changing Water Purification in 2024 for Planetary and Human Health

Stockholm, Sweden, January 8, 2024 – Amid mounting evidence of climate change consequences for the planet, people globally are increasingly anxious about the quality and availability of the freshwater they are drinking, according to recent public opinion polls. A Gallup [public opinion survey](#) in 2023 revealed that 58 percent of Americans surveyed worried a 'great deal' about polluted drinking water in the U.S., while a global [public opinion](#)

[survey](#) by GlobeScan revealed that 58 percent of almost 30,000 people polled in 31 countries from six continents viewed freshwater shortages as a ‘very serious’ problem.

“Both surveys point to escalating global anxieties about water quality, freshwater availability, and safety, which is why, as a company with a planet plan rather than a business plan, we pledge heading into 2024 to keep innovating water purification and beverage solutions that will keep present and future generations safe and healthier,” said Bengt Rittri (photo above), a Swedish environmental entrepreneur who is the founder and C.E.O. of Sweden’s Bluewater, a global innovator of sustainable water purification and beverage solutions. Just ten years after its creation, Bluewater is at the forefront of developing and bringing cutting-edge purification and beverage solutions for home, work, and play to market.

“We believe it’s everyone’s right to access clean, safe drinking water that is free of all the contaminants that are making their way into the water due to climate change, industrial and other pollution, contamination of freshwater reserves, and lack of investment in municipal water infrastructures,” said Mr. Rittri.

He added that a significant water contaminant of concern today is per- and poly-fluoroalkyl substances, commonly known as PFAS, a group of hundreds of chemicals used in multiple applications from non-stick pans to cosmetics, fire-fighting foam, furnishing fire retardants, and fast-food boxes – and nowadays widely found in the environment. PFAS chemicals are in seawater, tap water, the air, soil, and food like fish. The chemicals are also in humans, and research has linked the chemicals to cancer, reproductive disorders, liver damage, and obesity.

Bluewater offers water purifiers that remove up to 99 percent of all known water contaminants, including PFAS and related chemicals and microplastics, which have been found in tap water in several countries, including the U.S.A., the U.K., and elsewhere. The company’s purifiers have received independent validation of their efficiency in removing harmful PFAS, other chemicals, and toxic metals from tap water, rendering it safer for consumption.

Bluewater’s revolutionary SuperiorOsmosis™ technology in its high-performance Spirit and Pro under-sink water purifiers represents second-generation reverse osmosis (RO), the widely acknowledged gold standard for

removing contaminants from tap water. For a more sustainable solution, the patented Bluewater technology powering the purifiers substantially slash the water wasted by traditional R.O. systems by up to 80 percent. This ensures more sustainable purer drinking water from the faucet for households and businesses – and significantly reduces dependence on single-use plastic bottles, aligning the company’s mission with the mounting worldwide emphasis on health and sustainability while positively impacting human and planetary health.

“Water is life’s essential ingredient, and safeguarding its purity is our primary concern,” states Bengt Rittri. He added: “As we head into 2024, our state-of-the-art water purifiers offer consumers and businesses a practical, potent solution to the escalating issue of chemical contaminants in tap water.”

Rittri says he is intent on fast-tracking Bluewater into a brighter water security future by broadening the company’s market presence and product offerings, moves that gathered momentum in 2023 with the acquisition of [Tappwater](#), a Spanish company offering tap-mounted water filtration solutions, and strategically partnering in a merger with the Indonesian [P.I.P.A](#) sustainable water engineering company.

“We will continue our unabated efforts to heighten awareness about the significance of clean water, hydration health, and sustainability among consumers, businesses, public authorities, and governments around the planet,” Mr Rittri said.

Challenging the \$300bn global bottled water market, Bluewater purifiers and sustainable water bottles today are available in all major markets worldwide, including Europe and the U.K., China, Southeast Asia, North America, and South Africa. And with lifetime warrantied stainless steel refillable bottles and natural mineral concoctions also in its portfolio, Bluewater’s purifiers provide the foundation for scaling ‘Hydration 2.0’, the essential wellbeing pathway to amplifying rehydration to protect vital organs by replacing body fluids and eliminating waste.

“Water protects our bodies in many ways, lubricating our joints, carrying nutrients and oxygen to our cells, regulating body temperature, and keeping our brain functioning. Thanks to our proprietary, innovative, and planet-friendly technology that tackles sub-standard chemical-riddled tap water, our resolution and pledge for 2024 is to make safer, great-tasting drinking water



accessible to ever wider home, hotel, and restaurant businesses and on-the-go public audiences and slash the need for single-use plastic bottles”, Mr. Rittri said.

## About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available globally to consumers, hotel and catering operations, and event and venue organizations. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and recognized for its sustainability efforts by numerous other publications. [www.bluewatergroup.com](http://www.bluewatergroup.com)

## Media Contact:

Dave Noble, Chief Communications Officer,

M: + 44 (0)7785 302694 Email: [david.noble@bluewatergroup.com](mailto:david.noble@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](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