



Bluewater



Bluewater Founder and CEO Bengt Rittri (center) explains how Bluewater has put ending the need for single use plastic bottles at the core of its business mission

Nov 18, 2019 07:05 EST

## Bluewater slams single-use plastic bottles as 'Ocean Enemy #1'

Stockholm, Sweden, November 18, 2019 – Bluewater, a world leader in water purification technologies and solutions, has slammed single-use plastic bottles as 'ocean enemy #1' at a major sustainability conference in Porto, Portugal.

Mr. Bengt Rittri, founder and CEO of [Bluewater](#), told delegates to the [Sustainable Brands 2019 Oceans](#) Summit that production of throwaway

plastic bottles continues to grow despite the evidence of the environmental pollution they cause.

“Single-use plastic water bottles are ‘ocean enemy #1’ and need to be phased out urgently due to the environmental consequences they pose to marine, human and planetary health,” Mr. Rittri (photo below) said.

Mr. Rittri noted that hundreds of thousands of tons of plastic end up in the world’s oceans every year, creating micro plastics that have already infiltrated the human and wildlife food and water chains to pose potential health risks.

A recent study by a team of researchers at Bangor University, UK, found plastic outnumbered baby fish by seven to one in waters off Hawaii. The study also discovered micro plastic particles in the stomachs of commercially fished species such as swordfish.

Bluewater has won global recognition for its highly-efficient, compact residential, business and public distribution water purifiers that remove chemicals, toxic metals, pharmaceutical residues, and micro-plastics from tap water.

Bluewater hydration stations and sustainable stainless-steel bottles today are increasingly used at global sporting, musical and other events taking a stand against single-use plastic bottles, including The Open golf tournament, Cape Town Marathon and Volvo Ocean Race.

“We believe it is the task of business to harness human ingenuity to develop and deliver the technology and solutions that can return our planet to health,” Mr. Rittri told the audience at Sustainable Brands attending a panel arranged by [The Ocean Race](#).

“Clean seas are a condition for the survival of ourselves, our children, and generations to come. None of us can afford to sit still and let this catastrophic plastic tsunami overwhelm us,” Mr. Rittri said.

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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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