



Bluewater



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Dry summer ahead looms in California

Californians face a long dry summer as the water-short state readies itself for a water crackdown - and kids may have a tough time finding lawn sprinklers to play in.

Mandatory rationing has been proposed by Governor Jerry Brown following his executive order requiring a 25 percent reduction in urban water use aimed at conservation ahead of the state's fourth consecutive year of drought.

"The latest outline regulations would require Californian communities to cut back on water use, ranging from 8 to 36 percent, depending on their history of water consumption," says Niclas Wullt, Managing Director of Bluewater, which sells residential water purifiers in the USA, Europe and Asia.

Speaking in Las Vegas, Nevada, on the eve of the WQA Aquatech USA trade show, Mr. Wullt added that the global decline in availability of fresh drinking water due to global pollution will put an increased burden on individual people to ensure the quality of their own water in the future.

Gov. Brown said: “The reality is the climate is getting warmer, the weather is getting more extreme and unpredictable, and we have to become more resilient, more efficient and more innovative, and that’s exactly what we’re going to do”.

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]

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