



Bluewater



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Global climate change, mounting pollution bode ill for clean tap water access, says Bluewater

Stockholm, January 2, 2022 – Amid looming climate change and mounting pollution, it's time to reshape the world's clean water access future, says Bluewater in New Year call for more protection for our right to clean water

Access to clean water is a fundamental human right recognized by the United Nations. Yet, tens of millions of people in poor and rich countries alike lack

access to safe, readily accessible tap water for personal and domestic use. And the impact of climate change and pollution on water availability and quality means access will become less predictable due to more droughts, increased flooding, and ongoing contamination of freshwater sources, warns Stockholm-based international water company Bluewater.

As a world leader in advanced drinking water technologies for homes, businesses, and public dispensing solutions, Bluewater said heading into 2022, no one on the planet can take having access to safe, great-tasting water for granted. The company believes the need to reshape the future of access to clean water has never been more paramount.

“Consider the United States, long considered the epitome of high standards of living. Yet, according to a recent [study](#) by the Washington-based Environmental Work Group (EWG), millions of Americans are drinking tap water that includes an invisible toxic cocktail made up of contaminants linked to cancer, brain damage and other serious health issues,” said Bluewater spokesperson Dave Noble, PR, Communications and Events Director.

The EWG spent two years collecting and analyzing U.S. water contaminant test data from almost 50,000 water systems – uncovering widespread contamination from toxic substances such as arsenic, lead, and the “forever chemicals” known as PFAS in the drinking water of tens of millions of households in all 50 states and the District of Columbia.

Bluewater, which has put finding sustainable ways to protect human health from the impact of toxic contaminants in drinking water at the heart of its business mission, seeks to empower consumers and businesses with technological solutions that help assure access to better tap water quality.

A Bluewater study in February 2021 confirmed that the company’s top-of-the-line Bluewater Pro purifier successfully removes up to 99.99% of health-threatening PFAS chemicals from water, including PFOA, PFOS, PFBA, and PFBS, which have been found in the tap water of communities worldwide.

Bluewater has also waged a campaign against single-use plastic bottles since its founding in 2013 by Swedish environmental entrepreneur Bengt Rittri. He has spurred the development of a zero plastic bottle business model that enables events, festivals, and other public dispensing operations to harness a

planet-friendly hydration ecosphere combining Bluewater's water purification solutions with the firm's sustainable water bottles.

"Most single-use plastic bottles of water end up in oceans and landfills where they break down into chemical-leaching microplastics that threaten human health and wellbeing by disrupting human hormones," said Mr. Rittri. He noted that [recent research](#) by environmental scientists at the New York University School of Medicine found microplastics used in bottles and polyester textiles are ten times higher in baby poop than in adult stool.

The Bluewater chief executive and founder said there was an urgent need for the world to understand that clean drinking water is a finite source.

"Of all the water on our planet, barely 3 percent is fresh, and that is under threat from industrial and agricultural pollution, overdevelopment, and the emerging climate catastrophe. It's time to reshape the way we access, produce and use clean water. The onus is increasingly upon us as individuals to ensure the water we put into our bodies is clean of chemicals and other toxic junk," Mr. Rittri said.

Note to Editors

- About 4 billion people, representing nearly two-thirds of the global population, experience severe water scarcity during at least one month of the year, says the [United Nations](#)
- 97.5% of the water on Earth is too salty to use
- An estimated half a trillion plastic bottles will have been sold in 2021, according to the [Beyond Plastic](#) website.
- 32% of the 78 million tons of plastic packaging produced annually is left to flow into our oceans, says the [Earth Day Network](#)
- In 2021, the Bluewater Events business helped numerous world leading sports organisations, from the British Open golf tournament to the AIG Women's Open and the French TJV sail race, implement plastic free events that halted the need for around 160,000 single-use water bottles
- Bluewater mobile water stations helped a large number of international film productions in South Africa in 2021 avoid the use of throwaway plastic bottles, eliminating the need for 2,176,064 single-use 500ml bottles

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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

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