



Lack of ready access to clean water calls for human ingenuity to provide solutions

Mar 22, 2020 13:10 EDT

## On World Water Day, a ‘clean water for all’ call from Bluewater

Stockholm, Sweden, March 22, 2020 – [Bluewater](#), a leading water purifier technology and solutions innovator, marked UN World Water Day with a warning that the corona virus pandemic sheds light on the need to work towards delivering clean drinking and washing water for all. The UN said Sunday that over half the global population lack access to safe sanitation, which means they cannot practice good hygiene with soap and water.

“The fast extending global reach of the Coronavirus and the ongoing climate

emergency underline the need for all of us on the planet to use water more resourcefully and avoid its pollution by the likes of plastic,” said Bengt Rittri, founder and CEO of Bluewater.

Mr. Rittri said that while the corona virus will eventually recede, the climate emergency and plastic pollution of the oceans pose a longterm threat to the health of the planet and humans.

“The wellbeing of future generations depends on how we protect our water resources, which are threatened by the eight millions tonnes of plastic dumped into the oceans every year,” he said. He noted how microplastic particles can now be found in the food people eat, the air they breathe, and the water they drink

“It is an imperative we harness human ingenuity to enable people to access pure water everywhere, at home, work and on the go, and in ways that replace the need for single-use plastic bottles,” said Bengt Rittri.

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

---

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>[1]</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