



Bluewater



No plastic, no cry! Sustainable Bluewater bottles are warranted to last a lifetime and are made from stainless steel or glass with silicone carrying handles.

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People's trust broken as consumers exposed yet again to toxic plastic compounds in their water bottles, warns Bluewater after kid's Olympic-branded bottle recall in France

The decision by French authorities to recall Olympic-branded water bottles for children that contained high levels of endocrine disruptor Bisphenol A (BPA) again underscores the risks associated with water vessels that use

plastic, says [Bluewater](#), a world-leading water and beverage company.

In a response to the recall just days ahead of the Olympic Games start in Paris, Bluewater said the decision to sell the children's bottle without checking the composition of the plastic being used revealed 'stupefying ignorance' about the global environmental and health problems linked to additives in the plastic used in containers.

"We believe water bottle manufacturers around the world using plastics in their containers must be held publicly accountable for the potential health and environmental consequences posed by the manufacturing, transportation, use, and disposal of such products," said Bluewater founder and CEO Bengt Rittri.

An acclaimed Swedish ecopreneur who previously launched the world's largest mobile air purification company, Blueair, Bengt says global lawmakers need to act upon the experimental evidence linking adverse health issues to additives in plastic waste, which often ends up in our oceans, lakes, and rivers.

"We've been warning of the health risks of contaminants like Bisphenol A (BPA) or PFAS in drinking water since we started our business in 2013, yet around 600 billion plastic water bottles of water are produced every year," Mr. Rittri said.

He noted [research](#) has shown that additives such as BPA and phthalates found in plastics can leach into drinks in containers using plastics, yet while some countries like France have restricted its use, other countries such as the USA have imposed no national restrictions.

"The French recall is a clarion call to the public that they need protect their own health and that of the planet by finding and using alternatives to water bottles that utilize plastics for one reason or another. I know that is a big ask. Yet, alternatives are available today."

Bluewater was launched in 2013 with a planet-wide mission to end the need for single use plastics, not least throwaway plastic bottles, a stance Mr. Rittri says Bluewater remains fully committed to. Bluewater's proactive measures include expanding its sustainable refillable bottle program and promoting

innovative water dispensing solutions that provide on-demand purified, contaminant-free water at home, work and play.

Bluewater hydration stations, used in public areas in offices, schools, and at a growing number of the world's leading sporting events and festivals, utilize Bluewater's proprietary SuperiorOsmosis™ technology. This unique tech ensures water is efficiently and sustainably purified on-site at point-of-use, reducing the need for transportation and storage of bottled water and thereby minimizing environmental impact.

Dr. Ahmed Fawzi, chief science officer at Bluewater, warns “many people don't know that it is not advisable to re-use single use plastic bottles, which are not designed to be used more than once. If damaged the plastic may shed microplastics or leach chemicals into the water.”

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About Bluewater

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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