



Mar 16, 2015 04:18 EDT

Tasting the water

Drinking water from a river that analysis shows is rich in e-Coli and other organic substances may sound like a stupid idea, but Bluewater aims to do just that this coming Tuesday, 17 March.

Bluewater Managing Director Niclas Wullt will demonstrate the efficiency of a Bluewater Pro water purifier in purifying water taken directly from an untreated source of water like the Huangpu River, which runs through the center of Shanghai.

The event is part of Bluewater's launch of its range of award winning water purifiers to the general public in China.

“Bluewater's water purifiers are designed to be used with tap water supplied from a municipal water treatment plant, but we want to show we can handle even severe water contamination,” said Mr. Wullt.

He noted that a number of studies around the world have linked contaminants found in tap drinking water to heart disease, cancer and many other health problems. Wullt stressed it was not just an issue in China, but a problem seen in many other countries from Sweden to the USA.

“One study said 700 chemicals are regularly found in America’s drinking water, yet the American Environmental protection Agency EPA has set standards for only 60 of them. Another issue is that infrastructures are decaying rapidly with 30-percent of the pipes in the USA that carry municipal water for human consumption are almost 80 years old, and 10 percent are even older,” noted Mr. Wullt.

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]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694