



Bluewater



The Bluewater Kitchen Station 1 provides peace of mind to consumers by removing contaminants such as toxic PFAS chemicals or bacteria in their tap water.

Apr 03, 2024 06:50 EDT

Banish tap water contaminants with the world's most advanced kitchen water purification system from Bluewater delivering unique IoT 'liquid rock' mineralisation and the O 'at-a-glance' water quality monitor

~ Swedish water and beverage brand Bluewater collaborated with top nutritional

scientists to offer health aware consumers the ultimate kitchen gadget that removes 99.97 percent of toxic chemicals from kitchen tap water and then remineralises it ~

Amid growing evidence of how municipal tap water is contaminated by toxic ‘forever chemicals’ such as PFAS, Sweden’s water purifier and beverage brand [Bluewater](#) today launched its ground-breaking Kitchen Station 1™ water purification system that removes up to 99.97 percent of toxic chemicals and other contaminants.

Designed to allay consumer fears about tap water quality, the compact Bluewater Kitchen Station ensures drinking and washing water is squeaky clean, while also adding a unique blend of liquified minerals harvested from age-old northern Swedish mountains for enhanced health.

The mineral solution – dubbed ‘Liquid Rock’ by Bluewater – is delivered via an IoT infuser system steered via a smartphone app allowing users to adjust the mix of minerals according to their taste preferences and wellbeing needs. But the benefits don’t stop there. Integrated into the system is the Bluewater O, a user-friendly control enabling easy switching between municipal water (for doing the dishes) and the purified re-mineralised water. The O enables users to visually check water quality by shifting from an orange shade during the speedy water purification process to an all-blue colour when it is fit to drink.

“The Kitchen Station 1 is the world’s most advanced kitchen water purification solution designed for the municipal water realities of the twenty-first century and meeting the desire of modern consumers for healthier lifestyle options,” said Bluewater founder and CEO Bengt Rittri (photo below). He adds: “An aesthetically pleasing yet functional addition to any kitchen, the Bluewater Kitchen Station boldly unveils the future of water purification while additionally ending the need for people to continuing buying single-use plastic bottles!”

A highly regarded Swedish environmental entrepreneur who founded a world-leading indoor air purification company called Blueair before shifting his focus to water ten years ago, Mr Rittri notes that consumer surveys have increasingly revealed the depth of consumer worries about the potential contaminants lurking in their tap water.

In March, a Bluewater poll of 2,000 men and women in London indicated that 4 out of 10 Londoners do not trust tap water. The reality behind those fears was underlined by an investigation by Bluewater at three locations across London – Battersea, Harrow, and Heathrow – that revealed worryingly high levels of toxic PFAS ‘forever chemicals’ substantially exceeding new limits proposed by the European Union and the US Environmental Protection agency.

The Bluewater Kitchen Station 1™ is the result of several years of intense research and development, which included identifying the perfect mix of minerals needed to deliver a health-enhancing formula and superior taste. The result utilizes minerals sourced from virgin Swedish mountain rock that are liquified hygienically and then bottled to be added to purified water via a unique dosing system.

The ‘heart’ of the Bluewater Kitchen Station 1™ is the brand’s state-of-the-art Spirit compact under-sink purifier, which delivers up to 900 liters of purified water daily from an existing kitchen tap. Bluewater Spirit harnesses the company’s unique SuperiorOsmosis™ filtration solution, verified in independent tests to remove 99.9 percent of toxic PFAS chemicals from tap water, providing customers with the peace of mind that they are drinking healthier, better-tasting water.

Designed for residential and commercial settings, the Bluewater Kitchen Station 1™ is easy to install and maintain. It utilizes a customer’s existing tap, making it a game-changer for health-aware consumers with top-of-the-range kitchens or living in rental accommodation. Priced at £4,150 for the entire system, including installation, both outright purchase or finance packages are available. The Kitchen Station 1™ is now available for directly from Bluewater or via select dealers throughout the UK.

Product Highlights

- Hyper efficient, quiet running compact under-sink Bluewater Spirit purifier, removing up to 99.7 percent of toxic PFAS chemicals and other contaminants from lead to bacteria...
- System uses a customer’s existing taps, delivering a powerful clean water delivery rate of around 3 litres per minute...
- Unique intuitive sink-mounted visual at-a-glance water quality monitor that shifts from orange showing unclean water to blue

- confirming purified water...
- Ground-breaking smart mineralisation solution automatically adding a perfect mix of essential minerals...
- Smartphone App providing personalized water mineralization choices
- Low energy usage and service requirements

Media Contact: David Noble, Bluewater chief communications officer, at david.noble@bluewatergroup.com or +44 7785 302 694.

About Bluewater Group

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. bluewatergroup.com

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