



Bluewater unveils its unique planet-friendly bottling and distribution SmartBottling™ ecosystem, designed to help hospitality clients serve guests with healthy bottled water to end single-use plastic bottle (Credit: Credit/Wavebreakmedia)

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Banning the plastic bottle: Bluewater's zero-kilometer-water sustainable hydration SmartBottling™ game changer attracts massive attention at ‘The Hotel Show Dubai’

Dubai, UAE, May 26, 2023 – Bluewater, a world-leading water purification and beverage company, highlighted the sustainable future of supplying hotel guests with water without a plastic bottle at the ‘The Hotel Show Dubai’ in

late May. Swedish-based [Bluewater](#) and its UAE distributor partner [NIA](#) unveiled their unique planet-friendly bottling and distribution SmartBottling™ ecosystem, which is designed to help hospitality clients serve guests with fresh-tasting and healthy bottled water to end single-use plastic bottle use while contributing to an establishment's bottom line.

“Our latest innovation to rid the planet of the contamination caused by single-use plastic bottles is geared to help hotels and lodges with their journey to go plastic-free by providing an efficient, eco-friendly, and cutting-edge alternative to single-use plastic bottles,” said Bluewater founder and CEO Bengt Rittri. Speaking on the joint Bluewater and NIA booth at the ‘The Hotel Show Dubai,’ Mr. Rittri noted that hotels have traditionally been significant users of single-use plastic bottles, with [research](#) indicating a 200-room four-star hotel can use up to 20,000 single-use plastic bottles a month.

The Bluewater SmartBottling™ ecosystem is a state-of-the-art purification and micro-bottling solution (photo above) that efficiently fills, labels, caps, seals, and washes bottles after use. The system launched in Dubai is fully automated, compact, and easy to install and maintain. The water delivered is first purified using Bluewater’s award-winning filtration systems that remove all impurities. The purified and mineralized water is bottled and produced in stylish re-useable glass bottles for enhanced guest satisfaction. The water is enhanced with a careful blend of minerals developed by Bluewater’s in-house senior research scientist to provide drinking water in restaurants, bars, conferencing and meeting facilities, gyms, and poolside.

‘The Hotel Show Dubai,’ opened by Sheikh Mansoor bin Mohammed bin Rashid Al Maktoum, Chairman of the Dubai Sports Council, is the Arab region's premier exhibition for the hospitality industry. The open-plan, modern Bluewater and NIA booth incorporated a massive video screen stretching 6 meters from one side to the other, reflecting the trade show’s 2023 key trend of pinpointing the hospitality journey towards greater sustainability.

The hundreds of visitors who flocked to the Bluewater booth (above) were given an in-depth opportunity to discover – and drink – ‘zero-kilometer-water’ where bottled water is generated and bottled at point of use rather than being transported vast distances by pollution-generating ships and trucks.

“Judging by the feedback we received from visitors to our booth, sustainability is a key trend across the hospitality industry that will drive major investments in the coming years,” said Mr. Rittri. “Bluewater is perfectly poised with its extensive line-up of sustainability-focused water purification and beverage products and solutions – all tailored to meet the evolving demands of the modern hotel industry – to help individual hotels and chains adopt more sustainable approaches in all their activities.

Editors’ notes

US information services provider Lodging Econometrics has forecast that the region will see 123 new hotel openings with 30,113 rooms this year, with a further 116 hotels and 29,085 rooms opening next year. Saudi Arabia, the UAE, and Egypt are the primary investor choices.

For more information, please get in touch with David Noble, PR & Communications Director, at david.noble@bluewatergroup.com or call +44 7785 302 694

About Bluewater

Bluewater has set its sights on being the world’s most planet-friendly beverage company by innovating disruptive water purification technologies for home, work and play. Providing health-enhancing hydration solutions generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, allows Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater’s events division today works with some of the world’s most premium sports and music events. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognized for its sustainability efforts by numerous other publications. <https://www.bluewatergroup.com>

About NIA

NIA is a leading supplier of quality and innovative HVAC solutions, home appliances, and well-being products to the MENA region, driven by the pursuit to bring the best products to the home and workplace. Its operations are administered through a network of subsidiary companies in the United

Arab Emirates and other parts of the GCC, with its office registered in JAFZA.
<https://nia.me/>

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

Follow Bluewater for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

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