



TAPP is an exciting new faucet-based water filtration system geared to deliver clean and affordable tap water.

Aug 30, 2018 08:33 EDT

Bluewater announces strategic investment in TAPP

Stockholm, Sweden, August 30, 2018 – [Bluewater](#), a global leader in innovative water purification technologies and solutions, today announced it had made a strategic investment for a minority stake in TAPP, a European tap water filtration company. Bluewater said the investment is designed to help TAPP accelerate its vision to provide sustainable faucet-based filtration solutions for clean and affordable tap water.

“We are big fans of [TAPP](#) and its proclaimed anti-single use plastic bottle mission to eliminate 10 billion plastic bottles of water and grow a billion-euro business by 2023,” said Anders Jacobson, Bluewater President and Chief Strategy Officer. He said Tapp and Bluewater share the same ambition to provide people around the world access to safe drinking water and provide functional alternatives to using single-use plastic bottles.

Magnus Jern, co-founder of TAPP Water, said: “Bluewater is a dream investor thanks to their sustainability focus, clean water delivery track record and capacity to help us grow to achieve our mission.”

Bluewater is one of several investors who have helped Tapp Water successfully raise two million euro growth capital. Other investors include the European Union’s Horizon 2020 Research and Innovation funding programme.

Founded in 2015 as a research project in Barcelona to gain insight into Spanish bottled water drinking habits, TAPP Water produced its first pilot tap water filter in 2017, which proved a huge success with over 10,000 units being sold within the first 12 months. In July, 2018, TAPP, which has business

centers in both London and Barcelona, launched its second product that provides a simple, affordable and environmentally friendly way for every household to get clean tasty tap water without needing to resort to buying bottled water.

“We expect Tapp to expand and develop its water filtration solutions as it moves into a new and exciting chapter of expansion and help us realise our shared goal of ending the use of single-use plastic bottles around the world,” said Anders Jacobson (photo below).

For more information about Bluewater, contact David Noble, Bluewater PR and Communications Director, +44 7785 302 694 or david.noble@bluewatergroup.com

About Bluewater

Bluewater is a world leader in innovating, manufacturing, and commercializing water purification technologies and solutions for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from water, including microplastic fibers, lead, bacteria, pesticides, medical residues, chlorine, and lime-scale. www.bluewatergroup.com

About TAPP Water

TAPP Water designs affordable, easy to use and sustainable filter solutions for tap water. The idea was born in 2015 by four partners with a common goal: to offer cleaner and healthier tap water with a minimal environmental impact. For more information, visit the TAPP Water website: tappwater.com

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine and lime-scale. Please visit us at www.bluewatergroup.com

Follow us 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](#).

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694