



**Bluewater**

Mattias Westerberg, Bluewater new Chief Executive Officer, is looking forward to leveraging Bluewater's innovative technology, brand strength and talented employees.

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## **Bluewater appoints new CEO as company further spurs international growth in China and North America**

Stockholm Sweden, May 2, 2017 – [Bluewater](#), the Stockholm based international leader in water purification solutions for homes, professional catering kitchens and light commercial operations, today announced the appointment of Mattias Westerberg as Chief Executive Officer with immediate effect.

Mattias join Bluewater as Bluewater accelerates its growth in key international markets such as China and the United States with mounting sales of its innovative, second-generation direct flow reverse osmosis water purifiers.

“I am thrilled Mattias Westerberg has taken the role of CEO at Bluewater at a key moment for our growth, which will be fueled by his wealth of experience,” said Erik af Ugglas, a member of the Board of Directors, who has headed the company in a temporary capacity for the past six months.

“Mattias’s direct experience of managing a leading Swedish export-led company and his in-depth international sales and marketing as well as digital marketing knowledge makes him an ideal fit for this position.”

Prior to joining Bluewater, Mattias has spent the past decade in a number of key executive positions at BabyBjörn, a Swedish company globally acclaimed for its functional and safe products for children aged up to 3 years, which saw substantial international growth during his tenure. Swedish-born Mattias has a Bachelor’s degree from A. B. Freeman School of Business at Tulane University and lives in Stockholm with his wife, Elin, and their three children.

“It’s an honor to join Bluewater, which has rapidly become a recognized leader in residential and light commercial water purification in Europe, China and North America. I look forward to adding my experience and strategic insights to Bluewater’s undoubted strengths and leveraging the company’s innovative water purifying technology, brand strength and talented employees,” said Mattias.

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For more information, please contact David Noble, head of PR and communication, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

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Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers 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](http://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](#).

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