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Bluewater appoints NIA exclusive UAE dealer of its premium water purifiers

Stockholm/Dubai – October 25, 2021: [Bluewater](#), a world leader in innovative water purification solutions for residential, commercial, and public distribution, has appointed Dubai-based NIA as its exclusive distributor of its innovative premium water purifiers in the UAE and across the wider Gulf and Levant region.

[NIA](#) is a leading customer-centric supplier of world-class brands across the

Middle East in consumer electronics and home appliances. Taking on Bluewater purification solutions underscores NIA's sustainability ambition to meet growing demand across the Middle East region for health and wellness products such water purifiers.

Mr Bengt Rittri, founder and CEO of Bluewater (photo above), said: "We are immensely pleased for this strategic expansion in one of the world's most vibrant markets for innovative water purification solutions. Together, our two organisations will explore new growth opportunities across the Gulf created by our partnership."

Mr Kamran Birjees Khan, NIA Chief Executive Officer (photo above), commented: "We are excited to bring this monumental partnership with Bluewater into the region. We have joined this noble mission, not only for a sustainable future but also to inspire a world without single-use plastic".

Founded in 2014, Bluewater has rapidly won global recognition for its innovative, game-changing water purifiers that deliver excellent tasting tap water free of practically all known contaminants, from viruses to toxic chemicals, and which end the need for destructive single-use plastic bottles.

"We are really proud and delighted at Nia to partner with Bluewater, a brand whose mission and values of sustainability align with our own. We very much look forward to supporting Bluewater expansion in the Middle East and Levant region", said Haleh Nia, Chief Transformation Officer (photo above).

The agreement between Bluewater and NIA initially stretches three years and will commence in the UAE before evolving to encompass the GCC- and Levant region. Under the terms of the agreement, NIA will be responsible for all installation and service of Bluewater products in the region such as the high-performing, under-sink Bluewater Pro purifier (photo below) to both consumer and trade customers.

The [GCC](#) (Gulf Cooperation Council) has the highest per capita consumption of bottled water, over 180L-250L per year, compared to a global average of 40-70L, owing to climatic conditions as well as increasing population. Research has shown that the toxins from plastic can contaminate the bottled water, with high temperatures aggravating the process. Added to that is the impact of micro-plastics effect on world oceans, which means purifying water at home from the tap is the best option for both consumers and the

ecosystem.

“Bluewater offers consumers and business customers concerned about their tap water quality a complete range of purification solutions that deliver water as clean as nature intended from innovative products with stand-out design. NIA is the perfect partner for Bluewater in the GCC both in terms of delivering on customer expectations for quality products and services as well as sharing our own sustainability commitment to creating a better world for future generations,” said Bengt Rittri.

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Bluewater

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Bluewater is a world leading, Swedish water purification company with regional sales offices in the USA, China, South Africa and Europe. 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, microplastics, and lime-scale. www.bluewatergroup.com

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