



The compact, direct flow Bluewater Spirit water purifier fits neatly under the kitchen sink while supplying a family with clean water for their daily drinking, cooking and washing vegetable needs

Feb 13, 2023 06:13 EST

## Bluewater appoints Ravago Chemicals master distributor for Spain, Maghreb, and Portugal

Stockholm, Sweden, February 13, 2023 – [Bluewater](#), a world leader in the consumer and business-to-business water purification and beverages sectors, has appointed Ravago Chemicals as its national distributor in Spain, Portugal, and the Maghreb zone. Nation-wide distribution operations were officially launched during January 2023 in all three countries.

[Ravago Chemicals](#) will expand its existing operations across the Iberia region and Maghreb, building a dedicated team within the company's water treatment business, which currently numbers 150 employees. The new team will initially focus on targeting customers in northern Spain, substantially increasing Bluewater's distribution footprint and allow the company to supply customers across the entire Iberian region.

"We were attracted to Bluewater by the widely recognized high performance of its water purifiers, its service and after sales support, and its commitment to the circular economy," said Carles Lluís, Ravago Chemicals Sales Manager Water Treatment.

The Bluewater under-sink purifiers portfolio for use in homes and professional environments include the entry level [Cleone](#) and high performance direct flow [Spirit](#) and [Pro](#) Water purifiers, which leverage Bluewater SuperiorOsmosis technology. Established over 10 years ago, Bluewater is headquartered in Stockholm, Sweden, and is present in around 50 countries.

Carles Lluís adds: "In three years from now, we plan to have dealers across all key locations in Spain, especially in Catalunya, Valencia, Murcia as well as in Andalusia and Madrid, with a focus on both consumer and Horeca channels. Our marketing focus will very much be on helping homes and businesses like restaurants and hotels to access pure water."

Bluewater international business development manager (outside North America and China) Nicolas Delgui Kallmert said: "This is a landmark moment for Bluewater and we are very proud that Ravago Chemicals has put their trust in Bluewater and our water purification products. We believe the Iberia region and Maghreb provide a great market opportunity for Bluewater Brand to reach out to consumers and businesses alike who want to ensure the highest quality of water for drinking, cooking, and washing."

For more information, please contact:

David Noble, PR & Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or on +44 7785 302694.

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. Founded in 2013 in Stockholm Sweden, by Swedish environmental entrepreneur Bengt Rittri, Bluewater provides pristine water generated and distributed at point of use, combined with reusable stainless steel and glass bottles, thereby breaking the stranglehold of single-use plastic bottles and their polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event, festival and venue organisations in Europe, the USA, the UK, China, South-East Asia, the Middle East, and Africa. Bluewater endorses the UN Environment Clean Seas initiative to turn the tide on plastics and has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and recognised for its sustainability efforts by numerous other publications. In 2022, Bluewater acquired U.S. clean water dispensing company FloWater. [www.bluewatergroup.com](http://www.bluewatergroup.com).

---

## 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](http://www.bluewatergroup.com) and [www.drinkflowater.com](http://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

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694