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## Bluewater Begins Global Rollout Of Latest Water Purifier Series With Fresh Looks, More Benefits

Sweden-based Bluewater, the leading name in premium residential water purifiers, today announced the global launch of three new water purifiers offering a harmonized balance of design personality, performance and price that give users a choice of devices enhancing health, wellness and lifestyle needs. Bluewater opted to launch its high-performance, Scandinavian-designed new models at the WQA Aquatech USA 2015 water industry trade show in Las Vegas, Nevada, running 22 – 24 April.

In a market typified by conservative thinking, Bluewater's three water

purifiers offer highly-relevant world-leading water purification technologies housed in stylish and ergonomic bodies in a cool grey color. With their compact, rounded shapes, the water purifiers are designed to be installed easily under a kitchen sink unit and provide easy filter change and maintenance access.

Bluewater's smallest water purifier, Cleone, is a high-performing classic reverse osmosis unit that take ease of premium purification to the next level. Bluewater's mid-sized water purifier, Spirit, has a sleek, contemporary style to fit naturally into any home environment and deliver 3-liters of direct flow water per minute (43.2 US gallons/hour). And the larger Bluewater Pro is probably the most powerful compact water purifier in the marketplace, delivering an astonishing 5.7 liters of water per minute (81.3 US gallons/hour) to professional users or those wanting a whole house water purification system.

Both the Spirit and Pro models harness Bluewater's unique second-generation patented SuperiorOsmosis™ technology. They both unite next-gen design and innovation to generate clean water 24/7, using little energy and reducing the water wastage commonly associated with traditional reverse osmosis systems by up to 82 percent – a timely benefit in a world where water shortages are becoming increasingly commonplace.

“These new water purifiers are simply stunning in terms of design and water purification performance and deliver improved ergonomics for easier access,” said Niclas Wullt, managing director of the Swedish brand that swept onto the global stage just 18 months ago. “Bluewater understands that people have different needs and our new series of water purifiers provide consumers and professional restaurant and other businesses with a range of options in size and looks that encompass the best of Bluewater's water purification technologies.”

Mr. Wullt said that with its latest water purifiers, Bluewater is giving consumers and business users solutions that best fit their health, wellness and lifestyle needs. Noting that public water systems are in crisis around the world, he said that households and businesses alike increasingly need to take individual responsibility for the safety of the water coming out of their taps. “Bluewater's fully functional, patented SuperiorOsmosis™ technology enables users to purify tap water faster, on demand and at a higher purification grade with less wastage than our competitors, while removing practically all known potentially harmful contaminants,” Mr. Wullt said.

PHOTO:

Bluewater Spirit

Bluewater: Working towards a healthier world

At Bluewater, we believe clean drinking water is a basic human right. Headquartered in Stockholm, Sweden, and sold in markets globally, we strive to set the standard for quality and safety in innovating and manufacturing residential water purification products that improve the lives of people around the world. As one of the world's premium water purification companies, we are committed to advance the health and wellness of men, women and children by challenging the contaminants that find their way into our tap drinking water, in Europe, North America and Asia.

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Sold in major markets around the world, Bluewater SuperiorOsmosis™ patented technology delivers on-demand cleaner, healthier water direct from the tap. Innovated with love in Sweden, Bluewater water purifiers improve user quality of life, health and wellbeing by removing practically all known contamination from drinking water, including micro-organisms, pesticides, heavy metals and toxins. Bluewater™ is the registered trademark of Blueblue AB, a company registered Sweden.

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