



Restoring oceans to their natural state without plastic pollution is one aim of Bluewater's strategic push to reimagine global access to clean drinking water (iStock Credit:shalamov )

Oct 12, 2017 19:10 EDT

## **Bluewater launches clean drinking water movement to boost a sustainable future for human and ocean health**

Bluewater, a world leader in innovative, market-leading technologies delivering contaminant-free drinking water, today announced a strategic push to fast-track wider public access to purified drinking water and disrupt the global average's industry reliance on single-use plastic bottles.

Bengt Rittri, the Swedish environmental entrepreneur who founded the

Stockholm-based company, said [Bluewater](#) is committing to reimagining point-of-use water delivery for homeowners and businesses alike.

“We want to harness human ingenuity to develop disruptive transformational thinking that will provide more people around the globe with on demand clean drinking water in ways that will help bring an end to the need for throwaway plastic bottles,” said Rittri. He added that the health of the planet demands imaginative thinking to halt the vast tide of plastic waste that sees over one million plastic bottles being sold every minute and less than nine percent recycled.

Speaking prior to the opening Wednesday, October 11, in Alicante, Spain, of the 2017 -2018 Volvo Ocean Race, Rittri made an emotional appeal to everyone on the planet to join him in a movement to change the existing water distribution and consumption model that sees billions of plastic bottles being shipped from one side of the world to another.

Noting that many of those bottles will end up in the oceans as litter, Mr. Rittri said Bluewater has both the technology and developed business models that can spell end the need for single-use plastic bottles.

“I believe Bluewater offers a very viable solution because water generated at source stops the need for long-distance transportation. Bluewater’s point-of-use water generation technology already leverages patented second-generation reverse osmosis solutions to deliver unmatched amounts of pure water and slash the amount of waste water by up to 80 percent compared to traditional RO systems,” Rittri said.

To help draw attention to Bluewater’s unique technology the company has partnered with [Volvo Ocean Race](#) entry Vestas 11th Hour Racing, which aims to be the most sustainable competitor in the nine-month long round-the-world event. Bluewater water purifiers will be generating pure drinking water in the team and guest pavilion at 10 of the stop-overs during the 12-leg race.

“Supporting [Vestas 11th Hour Racing](#) is driving many new insights and presents an opportunity for us to scale up our communication about the solutions available and share our learnings so that they are not kept just within Bluewater,” Bengt Rittri said.

[Image: Volvo Ocean Race Sam Greenfield ]

## Background

The first leg of the Volvo Ocean Race starts on October 22 from Alicante, Spain. The yachts will have stopovers in 11 ports, including Lisbon, Cape Town, Melbourne, Hong Kong, Guangzhou, Auckland, Itajaí, Newport, Cardiff, Gothenburg and The Hague. During the 35th America's Cup on Bermuda, Bluewater supplied the 100-strong Swedish Artemis Racing team and support staff with a rainwater harvesting system that met their daily needs for drinking water. During the four weeks of the America's Cup, Bluewater public water stations saved the equivalent of some 250,000 plastic water bottles from being used.

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

## About Bluewater

Bluewater helps people and businesses to benefit from cleaner, healthier tap water generated by the company's state-of-the-art water purifiers innovated with love in Sweden that remove virtually all pollutants, from toxic metals and chemicals to lime-scale. [www.bluewatergroup.com](http://www.bluewatergroup.com)

---

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](#).

## 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