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## **Bluewater sees major success at Aquatech China 2015 launch with huge interest in new evolutionary product design**

[Bluewater](#), manufacturer of the world's leading residential reverse osmosis technology for turning tap water into healthier drinking water, took the Aquatech China 2015 trade show in Shanghai by storm this week when it unveiled its latest design generation of residential water purifiers to Chinese consumers and the retail trade.

“We were stunned by the huge interest in our water purifiers and especially our patented [SuperiorOsmosis™](#) second-generation reverse osmosis solutions found in our Spirit and Pro models,” said Niclas Wullt, managing director of the Swedish-based water health company.

Mr. Wullt added that Bluewater’s market-leading technology has rapidly built a strong presence in China despite entering the market under one year ago and is seeing accelerating interest among Chinese residential and light commercial businesses. Several restaurants in Shanghai, China’s largest city, are already trialing the Bluewater Pro, for example.

Bluewater also announced during Aquatech China 2015 that it had now been awarded product certification for its Spirit and Pro series by the Chinese Ministry of Health. Required for all foreign manufacturers of residential water treatment units, China’s MOH certificate is considered one of the most demanding when it comes to meeting local market qualification and product testing standards.

“We are delighted that the Bluewater application for China’s strict MOH certification has been successful as it is further confirmation of the high quality of our water purifiers when it comes to removing pollutants such as micro-organisms, pesticides, lead, arsenic and other toxic substances,” said Mr. Wullt. Bluewater water purifiers also reduces the water wastage commonly associated with traditional reverse osmosis systems by up to 82 percent.

“This is the fourth Aquatech show we have participated in globally since our launch as a brand 18 months ago in Amsterdam, the Netherlands. The interest from both consumers and the water industry trade in China has far exceeded our expectations and bodes extremely well for the future success of Bluewater in China and our coming roll-out into other parts of Asia, including Indonesia,” concluded Mr. Wullt.

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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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