



Bluewater



A Bluewater Pro water purifier fits compactly under the kitchen sink yet is able to deliver an amazing 1,826 gallons per day of purified water.

Jan 12, 2018 10:58 EST

Bluewater sees record number of visitors at Orlando's 2018 Kitchen & Bath Industry Show, says interest in residential water purification at all time high

Overland Park, January 12, 2018 – [Bluewater](#), a leader in home, commercial and public distribution water solutions, saw record number of visitors to its booth at the 2018 Kitchen & Bathroom Industry Show. The company said consumer fears about deteriorating tap water quality was a key driver behind

fast growing interest in home water purification.

“Bluewater saw a huge surge in visitors to our booth at the 2018 Kitchen & Bathroom Industry Show in Orlando and interest in the unmatched performance of the water purifier range we showcased was at an all-time high,” said Bluewater US sales chief Lin Guo. She noted that a Bluewater survey in December shows 56 percent of Americans believe toxins pollute their drinking water.

Bluewater showcased its full product range of [Bluewater Pro](#), Spirit and Cleone water purifiers at KBIS, which is the leading expo and conference for the industry in the USA focused exclusively on the kitchen and bath market. Taking place alongside the International Builders’ Show, KBIS provides unparalleled access to the latest products, trends and technologies shaping the broader residential design and construction industry.

Bluewater chief executive Mattias Westerberg said he had come away from KBIS feeling that if the unprecedented number of visitors to the company’s booth and the level of interest in the unique water purifying technology on show was anything to go by, Bluewater could expect a highly successful year ahead.

“Coming off a successful 2017 with triple digit growth in North America, I feel that we are well positioned for another year of strong growth,” Mattias Westerberg said.

“At KBIS, we saw huge interest from kitchen showrooms, developers, builders, and designers who were clearly impressed with the performance and attractive, compact design of our water purifiers that deliver unmatched quantities of clean and healthy drinking water from a residential or business faucet,” he said.

Background

* Bluewater’s complete model range of water purification products encompass Bluewater’s compact, direct-flow Pro and Spirit water purifiers that harness the company’s patented second-generation SuperiorOsmosis™

technology. The technology delivers unmatched purification efficiency, operating capacity and service life giving users up to a stunning 1,826 gallons per day of direct-flow water from the faucet.

* A survey in mid-December from [Bluewater](#) shows the majority of Americans (56%) worry their drinking water contains harmful contaminants like lead, bacteria, carcinogens, and plastic. Further, sixty percent actively take measures to help control what's in their drinking water, such as using filtering systems and bottled water. Additional findings from the Bluewater survey show:

- One-third (33%) of Americans worry about lead and toxic metals in their drinking water
- 29 percent worry about bacteria
- 16 percent worry about plastic particles; that's 52 million Americans
- One in four (26%) Americans say they personally have or know someone who has had a water issue in the last two years

For more information, please contact: David Noble, head of PR and Communications at david.noble@bluewatergroup.com or +1 312 235 2767 #NoSingleUsePlastics

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

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

+44 7785 302 694