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Bluewater Showcases Three New Water Purifiers At Milan World Fair Designed To Combat Contaminated Tap Drinking Water

Sweden's clean drinking water icon Bluewater is showcasing three of its advanced residential and light commercial water purifiers this week at the current Expo Milan, where exhibitors from over 140 countries display their top achievements and innovations to over 20 million visitors.

Bluewater, which sells its pace-setting second-generation reverse osmosis

water purifiers across Europe, North American and Asia, is unveiling its latest achievements from June 23 – 29, 2015 at the Cascina Triulza exposition area together with a select range of other companies that have a commitment to a sustainable society.

“Clean drinking water is a basic human right and we have chosen to exhibit our water purifiers to demonstrate our support for the Milan Expo’s theme of ‘Feeding the Planet, Energy for Life’, said Bluewater Managing Director Niclas Wullt.

Bluewater has partnered with its Italian retail associate, H2Optima, to put its water purifier – widely acclaimed to be world leaders in delivering cleaner, healthier tap drinking water – on display in the Cascina Triulza, an area reserved for businesses selling products that respect the environment and human rights.

“Water plays a tangible and vital role in agriculture and the wellbeing of every living creature, so it is very natural for us to participate in the Milan Expo and demonstrate Bluewater’s best practice solutions,” said Enrico Cascione, founder and head of Milan-based H2Optima.

Notes for Editors

Through the use of technology and business partnerships, Bluewater™ is able to provide its SuperiorOsmosis™ technology to promote zero-contamination water purification with units that are suitable for home and professional use, deliver a high clean water delivery rate and provide functional, compact design, low water wastage, simple installation and minimal maintenance. The SuperiorOsmosis™ technology used by Bluewater™ is fully functional, proven and protected by international patents.

About Cascina Triulza

The Cascina Triulza is a typical historical architectural structure of the Lombardy region that has been completely restructured. The Cascina Triulza is an ancient farmhouse which was already standing in that part of the territory where the Exposition Site is built. The farmstead is a symbol of Milan when it was the capital of farming and agriculture. The building has been renovated for Expo Milano 2015 and will be left as a heritage landmark for Milan at the

end of the event.

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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