



The Bluewater 'Oasis' hydration station serves free still and sparkling water to visitors at the Artemis Racing pavilion area in the America's Cup Village on Bermuda

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Bluewater shows way to avoid single-use plastic bottles as world celebrates World Environment Day 2017 Day

Stockholm, June 5, 2017 – [Bluewater](#), a leader in water purification technologies for homes and businesses, today marked [World Environment Day 2017](#) with the news that the company's compact water purifiers have successfully been used to create public sources of pristine water for local communities. According to Bluewater, the company has developed a strategy that may help spell an end to eco-costly bottled water.

“Bluewater water purifiers are today used on Bermuda to purify harvested rainwater to generate clean drinking and cooking water for the crew and support staff at the team base of America’s Cup Challenger [Artemis Racing](#). It is part of their sustainability commitment to avoid single-use plastic bottles,” said Bengt Rittri the Swedish environmental entrepreneur behind Stockholm-based Bluewater.

Bluewater technologies are also delivering complementary contaminant-free ‘water on demand’ from several hydration stations on the island, while in the town of Flint, Michigan, which saw its municipal water supplies hit by a lead scandal, Bluewater is delivering residents contaminant-free water at two care centers.

Bengt said that many brilliant innovations over the past 100 years have made life healthier and easier for people on our planet, but sometimes at a cost to the environment. That is why, he said, Bluewater set out to demonstrate the company’s residential water purification technology could be harnessed as a force for community good by providing an alternative to polluting habits such as using throwaway plastic water bottles.

“All over the world, our drinking, cooking and washing water systems are threatened by pollution and over-exploitation. But Bluewater has shown we have technologies available today that can both manage threats to our health and reduce those posed to our environment by the likes of single-use plastic water bottles, said Bengt Rittri.

Background

- Since its inception in 1974, World Environment Day has been held on June 5 every year as the United Nation's principal vehicle for encouraging worldwide awareness and action for the protection of our environment.

- According to the [United Nations](#), each year over 8 million tonnes of plastic ends up in the oceans, wreaking havoc on marine wildlife, fisheries and tourism, and costing at least US\$8 billion in damage to marine ecosystems. Up to 80 percent of all litter in our oceans is made of plastic. The UN quotes estimates saying that at the rate we are dumping items such as plastic bottles, bags and cups after a single use, by 2050 oceans will carry more plastic than fish and an estimated 99 per cent of seabirds will have ingested plastic.

[#nosingleaseplastics](#)

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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

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