



Bluewater



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Bluewater takes over full global distribution of spare parts for its second-generation residential and light commercial water purifiers

Sweden's [Bluewater](#) water purification technology brand continues its global growth phase, taking over full worldwide distribution of spare parts from September 1 onwards for its residential and light commercial water purifiers.

“This move completes our takeover of the water purification business from Dometic – and underlines we are now able to bring our customers and

partners exceptional service and value, today and into the future,” said Niclas Wullt, managing director of BlueBlue AB, the Swedish company that owns and markets the Bluewater brand and its SuperiorOsmosis™ technology.

Blueblue AB late 2012 acquired and integrated two first-class water purification product lines – the premium consumer brand Cleone and the unique Direct Flow water purifiers from Dometic AB. Bluewater’s second-generation SuperiorOsmosis™ water purifiers have now been successfully launched in Europe, North America and China.

With this latest move, Bluewater is now able to provide top-notch quality support through its own distribution organization throughout Europe, North America, and China to ensure consistent quality performance from its wellbeing-friendly Cleone, Spirit and Pro water purifiers. Bluewater’s leading-edge technology removes practically all contaminants from tap drinking water, including toxic metals, pharmaceuticals, chemicals and viruses as well as bad tastes and odors.

Mr. Wullt said: “In line with our global growth strategy it was important to be able to deliver our customers increased efficiency and ease in ordering everything necessary for our water purifiers from one supplier. Our goal is to deliver our trade customers industry-leading service by simplifying the spare parts ordering process and ensure they are able to deliver end-users complete satisfaction by always having the most important spare parts on hand.”

Notes for editors:

Bluewater™ is the registered trademark of Blueblue AB, a privately-owned Swedish company. The founder, Mr. Bengt Rittri, also owns the leading global air-cleaning brand, Blueair, which was established in 1996 and today is sold in over 50 countries around the world.

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About Bluewater

Bluewater turns your tap water into healthier drinking water. Innovated with love in Sweden, Bluewater's SuperiorOsmosis™ technology improves quality of life, health and wellbeing by removing practically all contamination, including micro-organisms, pesticides, heavy metals and toxins.

Discover more about Bluewater at www.bluewater.se. Follow us for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater).

Journalists, bloggers and editors 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 at [BluewaterPure Radio](#).

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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