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## **Bluewater To Expand Production Outside Sweden With New State-Of-The-Art Facility In China**

Stockholm, Sweden, November 4, 2015 – [Bluewater](#), an international leader in point-of-use reverse osmosis water purification technologies and solutions, today announced it will expand its global manufacturing capacity by starting production in China at the end of this year.

Geared to meet growing water purification demand in China and across Asia Pacific, the move means Bluewater will have a solid production network of factories in Europe and Asia. Bluewater will continue production at it

manufacturing site in Åtvidaberg, Sweden, as sales grow in Europe and North America.

“Before the end of this year, Bluewater will officially open its new state-of-the-art manufacturing facilities in the Guandong province of South China. The move will enable Bluewater to specifically meet the growing demand in China and elsewhere across Asia for cleaner, healthier drinkable tap water with our award winning Cleone and Spirit models,” said Niclas Wullt, Bluewater Managing Director.

Mr. Wullt added that the Chinese water purification market is exploding and to serve local customers, Bluewater needs to be close to the market to fulfill their needs and provide the best service possible to the company’s premium customers.

Bluewater will continue production of water purifiers in Europe, but will also now make its award winning Cleone and Spirit models in a Chinese factory that mirrors the same global world-class manufacturing, engineering and quality controls as in Sweden.

Bluewater’s Spirit water purifier harnesses patented second-generation reverse osmosis technology called SuperiorOsmosis™, which reduces the water wastage associated with traditional reverse osmosis systems by up to 82 percent. Innovated at Bluewater’s hi-tech laboratories in the Jonkoping Science Park, central Sweden, the technology enables Bluewater to purify and deliver tap water faster, on demand and at a higher purification grade, removing the most dangerous substances such as chlorine, organic contaminants, viruses, medical residues such as hormones, particles, lead, arsenic, and toxic metal.

“A further bonus is that our new Chinese production processes also conform with the tough standards set by both the Chinese Ministry of Health and the American NSF,” said Mr. Wullt.

## BACKGROUND

WHO says just one-third of the world’s fresh water can be used for human needs due to ‘increased pollution from municipal and industrial waste and the leaching of fertilizers and pesticides in agriculture’. In the USA, as much

as 30 percent of pipes in systems that deliver water to over 100,000 people are between 40 to 80 years old, according to the Environmental Protection Agency (EPA). About 10 percent are even older. The U.S. Water Quality Association (WQA) says 'water that leaves the treatment facility can become contaminated by the time it shows up at your tap'.

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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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