



A Bluewater Pro 600 is ideal for restaurant and hotel environments, generating up 8,000 liters (2,113 U.S. gallons) of water per day.

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Bluewater to showcase product line-up at Aquatech 2017 and launch clean drinking water movement

Amsterdam, Netherlands – October 24, 2017: Bluewater is excited to be returning to Amsterdam, Netherlands, for one of the largest water technology events in the world – Aquatech 2017. From 31 October to 3 November, [Bluewater](#) will showcase premium products that deliver unmatched purified water delivery efficiency as well as unveil plans to build a planet-wide movement to bring purer water to everyone and tackle reliance on single-use

plastic.

“We will be showing visitors from 139 countries our complete model range of water purification products, including Bluewater’s compact, direct-flow Pro and Spirit water purifiers that harness the company’s unique patented second-generation SuperiorOsmosis™ technology,” said Bluewater European sales chief, Ting Li. Sold in over 40 countries around the world, the Bluewater [SuperiorOsmosis™](#) technology delivers unmatched purification efficiency, operating capacity and service life providing users up to a 8,000 liters (2,113 U.S. gallons) of water per day from a Bluewater Pro 600.

Bluewater SuperiorOsmosis™ resolves the criticism thrown at traditional RO technology that it generates more waste water than clean drinking water. Bluewater’s technology not only removes toxic metals, chemicals, pharmaceutical residues, micro-organisms and other harmful substances and particles down to 0.0001 microns, but also - depending on model - use up to 80% less water than a traditional RO water purifier to flush out contaminants.

Bluewater is leveraging Aquatech to announce a strategic push to fast-track wider public access to purified drinking water and disrupt reliance on single-use plastic bottles. Bengt Rittri, the Swedish environmental entrepreneur who founded the Stockholm-based company, said Bluewater wants to reimagine point-of-use water delivery.

“We aim to harness human ingenuity to provide more people globally with on-demand clean drinking water in ways that will help bring an end to the need for throwaway plastic bottles,” Rittri said. He added the health of the planet demands imaginative thinking to halt the vast tide of plastic waste that sees over one million plastic bottles being sold every minute and less than nine percent recycled.

“Thanks to our SuperiorOsmosis™ technology, Bluewater can generate substantial amounts of water at source that helps end the need for long-distance transportation and plastic bottling,” Rittri said. He noted how Bluewater has demonstrated the sustainability credentials of its products at a series of public events in 2016 and 2017, including supplying on demand pure water to teams and the general public during the 2017 America’s Cup in Bermuda and during the 1017 - 2018 Volvo Ocean Race.

Photo caption: A Bluewater Pro powered hydration station on the the Swedish Baltic Sea island of Sandhamn during the summer of 2017 helped save the island's endangered groundwater by generating pure drinking water direct from the sea. Around six thousand liters of water were served without cost to visitors to the island over a four week period. #nosingleuseplastics

Background

Launching the latest technologies in process, drinking and waste water, Aquatech attracts trade visitors, press and retailers from around the world. The 2017 show will host over 850 exhibitors, a visitor attendance of 21,000 from 139 countries and 1,100 Amsterdam International Water Week (AIWW) conference delegates at the modern RAI Amsterdam Europaplein Centre, where you can visit the Bluewater Team at stand 05.225.

About Volvo Ocean Race and America's Cup

The first leg of the [Volvo Ocean Race](#) started on October 22 from Alicante, Spain. The yachts will stop-over in 10 ports, including Cape Town, Hong Kong, Melbourne, Auckland, Itajaí, Newport, Rhode Island, Cardiff, Gothenburg and The Hague. During the 2017 American's Cup races on Bermuda, Bluewater supplied the 100-strong Swedish Artemis team and support staff with a [rainwater harvesting system](#) that met their daily needs for drinking water. During the four weeks of the America's Cup finals, Bluewater public water stations saved the equivalent of almost 250,000 plastic water bottles from being used.

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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

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](#).

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