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## Bluewater wows water industry professionals at China International Industry Fair with new water purifier designs

Shanghai, November 4, 2015 – [Bluewater](#), a world leader in point-of-use residential water purification appliances, revealed a sleek new design for its innovative Spirit and Pro residential water purifier models at the China International Industry Fair 2015 (CIIF), running November 3 – 7 in the Shanghai New International Expo Centre. More than 2,000 exhibitors and 100,000 trade professionals will visit the show, which is one China's most influential international industry brand exhibitions.

Bluewater is exhibiting its water purifiers on the same booth as corporate sister [Blueair](#), which recently celebrated its 10<sup>th</sup> anniversary of selling its best-in-class air purifiers in China. Bluewater today sells its award winning water purifiers in Europe, China and North America.

The totally re-designed Bluewater portfolio encompasses the Bluewater Spirit and Pro models that harness the company's 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,” said Laurence Dai, Bluewater's Shanghai-based head in China.

He said Bluewater water purifiers deliver the world's most effective residential water cleaning technology, which efficiently removes most known pollutants in water. Bluewater's high-end Pro model delivers the world's highest clean water flow for a residential unit of up to 5.7 liters per minute, equaling 300 liters of purified water per hour overall.

“Bluewater technology can purify most types of water including brackish water with TDS levels of up to 7500 PPM,” Mr. Dai said.

Bluewater can be found on Booth A-005, Hall 1H.

For more information, please contact,

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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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