



Bluewater

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China premiere for Sweden's leading water purifiers at ISH International Trade Fair

Beijing, May 7, 2014 – Sweden's [Bluewater](#)™ brand and cutting-edge SuperiorOsmosis™ water purification technology will be launched in China at the ISH International Trade Fair, May 13-15, 2014, on booth E2-20 in the New China International Exhibition Center. Bluewater's compact high-end water purifier's harness patented SuperiorOsmosis™ water purification technology that turns tap water into healthier drinking water by removing practically all known contaminants.

Company chief executive Niclas Wullt said:

“Bluewater's SuperiorOsmosis™ addresses consumer fears about the quality of their tap water by efficiently cleaning it of toxins, chlorine, bacteria and viruses, salt, heavy metals, nitrates and fluoride, hard water, arsenic, and poor taste and smell.

“Innovated, designed and made in Sweden, Bluewater's exciting technology allows consumers and commercial kitchens to enjoy on-demand clean, uncontaminated water direct from their taps.”

The Bluewater SuperiorOsmosis™ water purification technology has proven a major success story in Europe and North American thanks to its proven ability to generate purified water on demand, using little energy and slashing the water wastage commonly associated with traditional reverse osmosis systems.

The advanced Bluewater technology delivers an unmatched clean water

delivery rate, filtration, capacity and efficiency to help ensure domestic water is free of microorganisms and other contamination.

“The ongoing surge in sales bottled water around the planet underlines the level of consumer fear about the quality of their tap water. In a recent online survey by CINT of consumers in China commissioned by Bluewater, some 79% of Chinese respondents said they felt obliged to filter or boil their tap water before drinking it,” Niclas Wullt said.

“By launching China, we are informing Chinese consumers, business owners, politicians and water facilities that we have the technology to remove practically all known contaminants from tap water and reduce the damaging effects the likes of hormones and chemicals can have on human health and wellbeing.”

Bluewater’s products will be demonstrated ‘live’ on booth E2-20 at the ISH International Trade Fair, May 13-15, 2014, in the New China International Exhibition Center.

About Bluewater Water Purifiers

Bluewater brand is owned by Blueblue AB, a privately owned company (registration number 556901-2866) located in Stockholm, Sweden. Blueblue AB 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 water purifiers are designed and manufactured in Sweden and are available in all major worldwide markets.

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And if you want to relax, listen to our water themed Spotify playlist, BluewaterPureRadio

Bluewater's innovative and exciting water purifying technology allows consumers and commercial kitchens to meet their demands for on-demand clean, uncontaminated water direct from their taps. Marketed globally, the Bluewater SuperiorOsmosis™ water purification technology has been designed to generate clean water 24 hours a day as and when required, using little energy and reducing the water wastage commonly associated with traditional reverse osmosis systems. The SuperiorOsmosis™ technology used by Bluewater™ is fully functional, proven and protected by international patents. Bluewater's water purifiers are designed and manufactured in Sweden and available in major worldwide markets.

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