



Clean water without micro-plastic contaminants is a basic human right

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## Europe calls time on single use plastic

Stockholm, Sweden, March 29, 2019 – [Bluewater](#) today hailed the decision this week by the European Union Parliament to ban a wide selection of single use plastic products, from straws to cutlery, plates, stirrers and balloon sticks., as a vital step forward for planetary health.

On the eve of Saturday's [Earth Hour](#), the Swedish-based leader in innovative water purification technology and solutions, also applauded the EU Parliament for starting to tackle the single-use plastic bottle plague by voting that the content of plastic bottles should comprise 25 percent recycled materials by 2025.

“An often forgotten byproduct of plastic bottles is the air pollution and traffic congestion resulting from the transportation of billions of bottles every year around the planet, which is as unsustainable as failing to recycle the containers,” said Bengt Rittri, the Swedish environmental entrepreneur who founded Bluewater and heads the international company as its CEO.

Mr. Rittri praised the EU for its latest initiative, which European Commission vice president Frans Timmermans described as an ‘important step to reduce littering and plastic pollution in our oceans’.

Bluewater water purifiers and solutions are used around the world to generate purified water free of contaminants ranging from toxic metals to chemicals and micro-plastic particles in homes, workplaces and public hydrating dispensers. The company has put ending the need for single use plastics at the heart of its business mission and supports efforts to find alternative clean water solutions through programs such as the Imagine H2O [Urban Water Challenge](#) and its own [movement](#) battling use of throwaway plastics.

“Earth Hour this Saturday is one of the world’s largest grassroots movements for the environment, inspiring millions of people to take action for clean air and water to improve and protect planet health and biodiversity. Likewise, the EU’s praiseworthy anti-single-use plastic efforts will positively help stimulate and engage a new generation of environmentalists,” Mr Rittri concluded.

## **About Earth Hour**

In an annual global call to action, Earth Hour asks people at 8.30PM local time to celebrate the planet by turning off their lights for 60 minutes. The aim is to unite millions of people around the world by taking part in sparking mass awareness on why nature is important and tackle climate change.

For more information, please contact David Noble, Bluewater PR & Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

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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 for residential, business and public use 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](http://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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