



Bluewater



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## Ground-breaking Bluewater Hotel and Restaurant Water Purification Solutions Unveiled at Jeddah Horeca Trade Show

Jeddah, February 7, 2024 – In a significant stride towards sustainable water consumption in hotels and restaurants, Sweden’s Bluewater – a global leader in advanced water purification solutions – joined with its UAE distributor NIA to unveil innovative water purification solutions at the Horeca Trade Show in Jeddah. This partnership is significant as NIA, a leading distributor of Bluewater products in the Middle East, shares a common vision of delivering sustainability-focused hotel and restaurant hydration and well-being solutions.

The leading trade show in Saudi Arabia for the beverage and hospitality sectors, the Saudi Horeca trade show is a premier event attracting key players from the hotel, restaurant, and catering industry. As a dynamic event it serves as a platform for Bluewater to demonstrate its commitment to eliminating single-use plastic bottles and improving guest access to clean, great tasting drinking water.

Bluewater's state-of-the-art water purification systems are designed to break the global stranglehold of throwaway plastic bottles, most of which are never recycled. These systems not only deliver crisp, fresh tasting water but also effectively remove over 99 percent of contaminants, including toxic chemicals like PFAS and microplastic particles, increasingly found in tap water worldwide.

“Our mission at Bluewater is to provide clean and healthy drinking water using advanced water purification technology,” said Bluewater founder and CEO Bengt Rittri. He described Saudi Horeca as an excellent opportunity for Bluewater and NIA to showcase its commitment to promoting sustainable and responsible water consumption.

“Our solutions not only reduce plastic waste by encouraging the use of reusable bottles but also create a positive impact on human health and the environment.”

Bluewater's unique SuperiorOsmosis technology slashes water waste common to traditional reverse osmosis systems and are highly energy efficient. This makes them an ideal choice for restaurants, hotels, as well as private homes.

As the world grapples with the challenges of plastic waste and water scarcity, Bluewater's solutions offer a beacon of hope. By developing and deploying innovative water purification systems, Bluewater aims to make a significant contribution to global sustainability efforts.

For more information about Bluewater solutions please visit the Bluewater website at [www.bluewatergroup.com](http://www.bluewatergroup.com). Or contact David Noble, Chief Communications and PR Officer at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com).

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## About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit [www.bluewatergroup.com](http://www.bluewatergroup.com) and [www.drinkflowater.com](http://www.drinkflowater.com)

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