



Bluewater hydration stations for home, work, and play securely remove microplastics from tap water

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Microplastics Are a Planetary Emergency, Says Bluewater Founder, as New Study Reveals Deep Ocean Contamination

Stockholm, Sweden, May 14, 2025 — Microplastics are not just an environmental issue –they are a planetary emergency, according to Bengt Rittri, Swedish ecopreneur and founder of Bluewater, a global leader in clean drinking water and beverage solutions. His warning follows a landmark study [published in Nature](#) that warned microplastics are now so deeply embedded in the ocean's structure that they alter the Earth's fundamental biogeochemical processes.

The international study, which rigorously analyzed data from 1,885 ocean stations between 2014 and 2024 using state-of-the-art sampling and analysis techniques, found microplastic particles—ranging in size from 1 to 100 micrometers—permeating the entire water column, from the surface to depths of over 6,800 meters. Concentrations exceeded 13,500 particles per cubic meter in the Mariana Trench and averaged 2,200 particles per cubic meter in the upper 200 meters of the Atlantic Ocean.

Researchers documented that plastic debris, particularly buoyant polymers and dense materials like PET, now contributes 'allochthonous carbon' to marine ecosystems. This term refers to carbon that originates from outside the ecosystem, in this case, from the breakdown of plastic. This artificial carbon presence not only distorts carbon dating by up to 420 years but also threatens key biological processes such as nitrification and denitrification, which are essential for maintaining marine life and regulating the climate.



Bluewater CEO Bengt Rittri, pictured above with a compact Spirit under-sink purifier, emphasized, "It is painfully clear that we've allowed plastic pollution to compromise the planet's life-support systems. This is not just about litter or aesthetics, but protecting the integrity of Earth's oceans and atmosphere. Microplastics are a planetary emergency."

In response, **Bluewater** continues to scale up its efforts to prevent microplastics at the point of consumption. The company designs advanced water purifiers for home, workplace, and recreational use that remove micro- and nano-sized plastic particles, as well as other contaminants such as toxic PFAS chemicals and lead from tap water. Additionally, Bluewater promotes sustainable hydration through its range of reusable stainless-steel bottles, reducing the need for single-use plastic bottles while on the go.

"Every action matters, and every single-use plastic bottle not used is a step

toward restoring planetary health," Rittri added. "As a purpose-driven company, we call on global leaders, businesses, and citizens to act now to eliminate single-use plastic bottles and support sustainable water solutions."

For more information about Bluewater's innovations and impact, visit www.bluewatergroup.com.

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About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN® Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available internationally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover how Bluewater empowers businesses and consumers to achieve unparalleled water and beverage excellence [here](#).

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com^[IG1]

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