



WORLD
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Bluewater joins UN call for communities to embrace solutions to restore the planet's environmental balance (Credit: iStock-1316752659)

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On World Environment Day, Bluewater Joins UN Call 'To Make Peace with Our Planet'

Stockholm, June 5, 2024 – On this [World Environment Day](#), [Bluewater](#) – a leader in water purification and beverage solutions – joins the United Nations in urging global communities to champion sustainability and embrace solutions that restore our planet's balance. Dedicated to providing clean, mineral-enriched drinking water, Bluewater is at the forefront of eliminating single-use plastic bottle waste and enhancing public health

through innovative water purification systems.

In response to the escalating climate change challenges, Bluewater has intensified its commitment to eco-friendly practices by advancing its state-of-the-art purification systems and promoting reusable bottles.



“We are not just responding to a market need but are driven by our vision of a plastic-free, healthy planet. Our technologies are designed to provide the purest water, free from contaminants and enriched with beneficial minerals,” said Bengt Rittri, founder and CEO of Bluewater and a renowned Swedish ecopreneur. He underlined the need for greater awareness and action to encourage people everywhere to get into the habit of carrying refillable bottles made of sustainable materials to avoid the need for single-use plastic bottles, most of which end up in landfill or our oceans, creating microplastics and leaching chemicals into the environment.

In recent years, Bluewater has made significant strides in addressing environmental challenges. It has harnessed human ingenuity to develop solutions that allow consumers to safely rely on tap water and assisted hotels and other hospitality operations in producing and dispensing pure water on-site. Bluewater’s advanced purification systems are a testament to the Swedish company’s vision of a plastic-free, healthy planet.

Bluewater's solutions, by enabling point-of-use generation of pure water at home, work, and play, significantly reduce CO2 emissions associated with transporting disposable bottles. This tangible contribution to sustainability is evident in various settings, including the 2024 Volvo China Open, where Bluewater hydration solutions helped avoid the use of over 350,000 single-use plastic bottles, and at the 2024 World Water Forum on Bali where Bluewater dispensing stations enabled thousands of participants and visitors to refill their water bottles.

Bluewater is a strong advocate for greater action by businesses and governments to promote environmental policies that support sustainable water consumption practices. This advocacy is driven by the urgent need to mitigate the global crisis of plastic pollution. In line with this, Bluewater recently launched the world's most advanced water purification system for home and Horeca kitchens that removes up to 99.97 percent of toxic chemicals and other contaminants.

To allay consumer fears about tap water quality, the compact Bluewater Kitchen Station 1™ ensures tap water is squeaky clean while adding a unique blend of liquified minerals — dubbed 'Liquid Rock' by Bluewater. Harvested from age-old Swedish mountains, the liquid rock solution is efficiently delivered via an IoT infuser system steered via a smartphone app.

"We want to show that there are viable solutions available today to the overwhelming issue of single-use plastic bottles, most of which end up in landfill or our oceans," Rittri said. He added this World Environment Day, Bluewater "invites individuals and organizations around the globe to join our mission to truly make peace with our planet. Through collective efforts and sustainable choices, we can achieve a healthier environment and a sustainable future for all."

Media: contact David Noble, Bluewater chief communications officer, at david.noble@bluewatergroup.com or call via WhatsApp on +44 7785 302 694.

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]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694