



Bluewater



Bluewater compact under-sink water purifiers remove 99.97 percent of toxic contaminants like PFAS and lead from tap water

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PFAS contamination in U.S. tap water, affecting 176 million Americans, signals wider global water issues, warns Bluewater

Data from the United States raises concerns about chemicals, old infrastructure, and pollution in drinking water, according to Bengt Rittri, founder and CEO of the Swedish global water purification and beverage innovator.

Stockholm, Sweden, March 11, 2026 – New data from the U.S. shows that 176 million Americans are drinking tap water with PFAS, also known as “forever chemicals.” Ecopreneur Bengt Rittri, founder and CEO of Bluewater, says this will likely spark deep concern among health experts and householders alike worldwide.

The Environmental Working Group, using [data](#) from the U.S. Environmental Protection Agency, found that more people are exposed to these persistent chemicals than previously thought. The new data shows around four million more Americans may be affected than earlier estimates.



Rittri said the findings should prompt a wider global conversation about drinking water quality.

“I’m shocked and deeply alarmed because this isn’t just an American issue,” he said. “Across the industrialised world, people are questioning their tap water. With the pressures on water systems today, that concern makes sense.”

He pointed out several reasons why municipal water systems are under strain. Many cities face ageing infrastructure, rising pollution from industry and agriculture, and increasing chemicals and microplastics from single-use plastics.

Rittri stressed that while most public water utilities do their best to provide safe drinking water, the scale of modern contamination is a big challenge.

“Treatment plants weren’t built to handle today’s synthetic chemicals,” he said. “Utilities try hard but often don’t have the technology or resources they

need.”

Although the data shows an environmental problem, Rittri said households can take practical steps to make their drinking water safer.

“The good news is we aren’t powerless,” he said. “Gold standard reverse osmosis can remove contaminants that regular systems miss.”



The Bluewater SuperiorOsmosis™ technology used in the company's '[Spirit' under-sink water purifier](#) harnesses proprietary second-generation reverse osmosis to remove up to 99.97 percent of contaminants including PFAS chemicals, lead, hormones, and viruses right where water is used – in homes and workplaces!

“People should be able to trust their tap water in 2026,” Rittri said. “Governments need to take action, but households can use purifiers now for extra safety.”

He added that the latest PFAS findings highlight the need for a broader rethink of how societies protect drinking water in the decades ahead.

“Clean water is fundamental to human health,” Rittri said. “We need stronger rules, smarter infrastructure, and better technology. The science is clear. Now we must ask policymakers to put these solutions in place.”

Note to editors

Bluewater develops award-winning water purification and sustainable hydration solutions using its proprietary [SuperiorOsmosis™](#) technology. Independent laboratory testing shows the technology removes microplastics and a wide range of contaminants, including PFAS.

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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. The company designs hydration solutions for home, work and public settings, with products used by consumers, hospitality businesses, venues, events and educational institutions worldwide. Bluewater has received multiple international design and innovation awards, including two Fast Company World Changing Ideas Awards and a 2024 and 2025 GOOD DESIGN® Award.

<https://www.bluewatergroup.com>

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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