



Bluewater



Bluewater Pro water purifier fits neatly under a kitchen sink yet is able to generate over 7,000 liters of direct-flow pristine water every day

Nov 06, 2017 07:07 EST

Strong upswing in interest in premium Bluewater water purifiers at Aquatech Amsterdam 2017 trade show

Stockholm, Sweden, November 5, 2017 – The 2017 Aquatech Trade Show in Amsterdam proved a huge success for [Bluewater](#) and its innovative water purification technologies! A sharp increase in visitors showing interest in the premium Bluewater water purifiers that use patented second-generation reverse osmosis technology underlined the growing market for the company's residential and commercial water solutions, which have been innovated to

enhance health and wellbeing as well as help protect the environment from single use plastics.

“We saw a high level of commercial and technical buyers and product managers from a number of distribution channels, ranging from large operations to mom-and-pop retailers. For us, the caliber of visitors was excellent with a substantial increase in those from further afield, including Africa, India and the Middle East, which added scope and quality to [Aquatech Amsterdam](#),” said Bluewater European sales chief Ting Li.

At Europe’s leading trade show for the water industry with over 900 exhibitors and tens of thousands of professional visitors, Bluewater presented an innovative platform of water purifiers. Hero product was the [Bluewater Pro](#) water purifier that serves up over 7,000 liters of purified water every day from a highly compact, direct flow unit that fits neatly under a kitchen sink.

“Judging from feedback, the Bluewater Pro made an outstanding impression on everyone who came by our stand thanks to our unique SuperiorOsmosis™ technology that delivers outstanding clean water delivery performance and reduces water wastage by up to an awesome 82 percent,” Mrs. Li said. Both the direct-flow [Bluewater Spirit](#) and entry-level [Bluewater Cleone](#) also attracted substantial attention to their market-leading clean water performance attributes.

Another point of focus was the series of initiatives undertaken by Bluewater to drive attention to the company’s newly launched [clean water movement](#). Among other activities, Bluewater is supporting the Vestas 11th Hour Racing team with purified drinking water at stop-overs during the round-the-world Volvo Ocean Race to help drive public attention to the need for action to address marine pollution.

In a side activity, Bluewater staff also demonstrated their strength of purpose by taking first and third position in the inaugural Aquatech Amsterdam 5K charity run. Chief executive Mattias Westerberg (pictured below) came first, while Nordic sales head Gustaf Hagstrom managed a well-earned third place in the fiercely fought event.

Bluewater European sales chief Mrs Ting Li said: “Staying at the forefront of

buyers' minds helps build brand recognition and Aquatech Amsterdam proved an excellent platform to present our brand and great products to decision-makers at every level in our industry.”

For more information, please contact David Noble, Bluewater Head of global PR and Communication, on +44 7785 302 694 or at david.noble@bluewatergroup.com

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers 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

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