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Sweden's Bluewater™ Water Purifying Company Launches First Asian Flagship Store Opening In Beijing

Bluewater™, a global industry leader in water purifying technologies, has debuted the brand's flagship 'Blue House' store-in-store presence in Beijing, the Chinese capital. Located in the Easyhome store, 5-510, No. 65, Beisihuan Road, Chaoyang District, Beijing, the Blue House is the first Bluewater flagship retail environment in Asia, which the brand will share with its air-purifying sister company, Blueair.

"We are very excited and honored to be partnering in the Blue House venture

with Euroidea, a leading Chinese household appliance's company, to make Europe's premium residential and light commercial water purification technologies available to Chinese consumers," says Niclas Wullt, Managing Director of BlueBlue AB, the Swedish company owning the Bluewater brand.

Mr. Wullt added: "As a global brand, Bluewater serves healthier drinking water to homeowners as well as business operators in the restaurant, catering and other sectors in Europe, the USA and Asia, and there is no better place than Beijing to now showcase our international brand message."

Euroidea focuses on importing iconic western brands such as SMEG, CUCINE, AEG, Miele, VIKING, Speed Queen, KitchenAid and now Bluewater into China. Founded in 1992, with headquarters in Beijing, Euroidea today has 10 offices, 30 dealers and 70 showrooms in most major cities, including Shanghai, Guangzhou, Tianjin, Shenzhen, Hangzhou and Chengdu.

"EUROIDEA has been a front-runner in bringing Chinese consumers premium style, quality and service; and over 200 real estate projects have favored our solutions. Bluewater's premium water purifiers more than match our expectations when it comes to quality and performance and we are proud to be associated with the brand," said James Ge, Euroidea founder and president.

Bluewater's SuperiorOsmosis™ addresses consumer fears about the quality of their tap water by efficiently cleaning it of toxins, chlorine, bacteria and viruses, salt, heavy metals, nitrates and fluoride, hard water, arsenic, and poor taste and smell. Innovated, designed and made in Sweden, Bluewater's exciting technology generates pristine clean water on demand 24 hours a day using little energy and slashing the water wastage commonly associated with traditional reverse osmosis systems.

"It's an exciting time for Bluewater, which has seen extraordinary international growth since its launch just over one year ago," Mr. Wullt added. "Leveraging the strength of our patented SuperiorOsmosis™ technology that dramatically slashes the amount of water wasted by traditional water purifying reverse osmosis systems, Bluewater is ready to build on our success and accelerate our growth in key markets like the People's Republic of China and the United States."

With over 500 square feet (50 sq. meters), the flagship store-in-store gives Bluewater the opportunity to feature our full range of ground-breaking water

purification offerings, including the very powerful, yet compact direct-flow Pro that is suitable for commercial and residential purposes.

“We fully anticipate that the new Beijing retail environment will enhance both consumer and professional appreciation for the Bluewater brand on a large scale,” said Wullt.

Sold in major markets around the world, Bluewater SuperiorOsmosis™ patented technology delivers on-demand cleaner, healthier water direct from the tap. Innovated with love in Sweden, Bluewater water purifiers improve user quality of life, health and wellbeing by removing practically all known contamination from drinking water, including micro-organisms, pesticides, heavy metals and toxins. Bluewater™ is the registered trademark of Blueblue AB, a company registered Sweden.

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