



Bluewater



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Sweden's leading water cleaning tech company Bluewater launches in Mexico in partnership with top Mexican supplier to catering industry

Stockholm, Sweden, and Overland Park, KS, USA, 18 August 2014 – Mexico's restaurant owners can look forward to giving customers cleaner, healthier drinking water direct from the tap after Swedish water purification technology company [Bluewater](#) partners with Pure Water Technology, a leading supplier to the Mexican catering industry.

Pure Water Technology is the first official distributor of Bluewater's innovative second generation reverse osmosis water purifiers, which remove practically all known contaminants from drinking water.

Bluewater's North American national sales representative Arene Guo, who negotiated the agreement on behalf of Bluewater, says the company's entry into Mexico is a new chapter in the growth of the Swedish residential and light commercial technology company in the Americas.

"Less than eight months after we launched in the United States, we are already generating considerable interest in Bluewater's tap drinking water purification technology beyond America's borders," said Ms. Guo.

Pure Water Technology will be importing Bluewater's mid-range Spirit and high-end Pro models, which both harness the Swedish company's unique SuperiorOsmosis™ technology. The SuperiorOsmosis™ water purification technology is designed to generate clean water 24 hours a day as and when required, using little energy and slashing the water wastage commonly associated with traditional reverse osmosis systems.

"Bluewater's SuperiorOsmosis™ efficiently cleans tap drinking water it of toxins, chlorine, bacteria and viruses, salt, heavy metals, nitrates and fluoride, hard water, arsenic, and poor taste and smell," said Arene Guo.

She added: "Innovated with love in Sweden, Bluewater's exciting technology delivers an unmatched clean water delivery rate, filtration, capacity and efficiency to help ensure tap drinking water in professional work environments such as hotel kitchens, or at home, is free of micro-organisms and other contamination."

Pure Water Technology website can be viewed at <http://purewater.mx/>

Notes for Editors

Through the use of technology and business partnerships, Bluewater™ is able to provide its Superi-orOsmosis™ technology to promote near zero-contamination water purification with units that are suitable for home and professional use, deliver a high clean water delivery rate and provide functional, compact design, low water wastage, simple installation and minimal

maintenance. It is important to note that the SuperiorOsmosis™ technology used by Bluewater™ is fully functional, proven and protected by international patents.

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Journalists, bloggers and editors can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist at [BluewaterPure Radio](#).

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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