



Bluewater founder and CEO Bengt Rittr, NIA founder and chairman Mr. M.T.H Nia, and NIA Chief Transformation Officer, Haleh Nia, unveil Bluewater's market leading water purifiers at Dubai launch

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## Water purification innovator Bluewater launches its pioneering premium residential and commercial water purifiers, sustainable bottles in UAE and GCC at Expo 2020 Dubai

DUBAI, March 20, 2022 – Bluewater, a world-leading innovator of premium water purification technologies and sustainable bottles, today launched its market-leading solutions across the UAE and GCC region at a combined press

event and water symposium in the Swedish Pavilion at Expo 2020 Dubai attended by leading local dignitaries including Mr Nasser Mohd Hussain bin Lootah, EVP, Generation (P&W), Dubai Electricity & Water Authority (DEWA), business people from the Horeca industry and a larger number of local media.

Themed ‘Investing In Our Planet and The Water We Drink’, the launch symposium was co-hosted by [Bluewater](#) and the company’s exclusive Middle East distributor, [NIA](#), a leading supplier of world-class HVAC solutions, home living appliances, and health and wellness focused consumer electronics and home appliances brands across the GCC and Levant region.

“We are proud at Bluewater to make our health and lifestyle-enhancing, hyper-efficient water purification solutions and premium bottles more accessible throughout the UAE and GCC,” said Bengt Rittri, founder and CEO of Bluewater. Bluewater water purifiers harness patented second-generation reverse osmosis technology called SuperiorOsmosis™ to remove virtually all known pollutants from tap water, including lead, bacteria, pesticides, medical residues, chemicals, micro-plastics, and lime-scale.

Kamran Khan, CEO of NIA (photo below) , said: “We are pioneering an exciting new future of water for people with this launch of Bluewater’s water purifiers and sustainable bottles. And the timing could not be more perfect with Dubai’s leadership setting a new sustainability course with its newly announced initiatives to reduce the need for single-use plastic bottles.”

Mr. Khan praised the new ‘Dubai Can’ initiative launched recently by Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, whereby water stations have been installed at key locations in Dubai to reduce the use of plastic water bottles across the Emirate.

“Bluewater has put ending the need for single use plastic bottles at the very heart of its business mission and innovating a unique ecosphere with its water purifiers and premium re-useable bottles designed to help consumers quit single-use plastic bottles,” said Haleh Nia, Chief Transformation Officer. She added Bluewater is a brand whose mission and values of sustainability are perfectly aligned with NIA’s and demonstrate it is possible to build reuseability into business models.

Bluewater CEO Bengt Rittri stressed his company is committed to further developing technologies that deliver people clean water they can trust alongside solutions like environmentally friendly re-useable bottles, localized micro-bottling systems that end the need for transporting throwaway plastic bottles, and emergency first-response kits and vehicles for natural catastrophe and conflict zones, for example.

Bengt Rittri added: “Plastic pollution is headline news, but it is only part of the bigger water problem. In 2022, we live in a world where few on the planet can take having access to safe, great-tasting water for granted. Around the world, various studies have shown that millions of people are drinking tap water that includes an invisible toxic cocktail made up of chemical, microplastic, and other contaminants linked to cancer, brain damage, and additional health issues.”

Mr. Rittri noted that Bluewater today offers a consumer-focused portfolio of water purifiers, ranging from units for smaller households such as the entry-level Cleone to its mid-size Spirit and top-of-the range Pro purifiers for larger homes and commercial applications such as HORECA environments and medical and dental surgeries.”

Mr. Rittri is a Swedish environmental entrepreneur who earlier founded Blueair, an air purification company later acquired by Unilever. Since 2013 he has forged Bluewater into a purpose-driven water company providing leading-edge water purification technology solutions for homes, businesses, and public dispensing.

## About Bluewater

Honored in 2019 with two Fast Company World Changing Ideas Awards and a 2019 K&B Kitchen Innovation of the Year Award, Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business, and public use. [bluewatergroup.com](https://bluewatergroup.com)

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## About NIA

[NIA](#) is a leading supplier of world-class brands across the Middle East in consumer electronics, home appliances, HVAC solutions, and HORECA applications..

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Bluewater is a world leading, Swedish water purification company with regional sales offices in the USA, China, South Africa and Europe. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine, microplastics, and lime-scale. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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