



BLUEWATER

PURE WATER BEYOND IMAGINATION





## Welcome to Bluewater

Bluewater is a Swedish company dedicated to bringing fresh and healthy purified water directly sourced from the local community – not bottled in plastic and transported from faraway places.

Back in 2013, Bengt Rittri decided to put a little human ingenuity to work – combining patented SuperiorOsmosis™ technology and the will to change the way the world views water. Bluewater purifiers make water safer to drink – with far less contaminants than tap water and without the contaminants floating around in single-use plastic water bottles. With Bluewater purifiers, Bluewater stations, and Bluewater bottles, you can enjoy fresh, healthy water – at home, work, and on the go.

*Hollywood*  
THE  
REPORTER

Forbes

The  
Telegraph

FAST COMPANY

Mentioned by



# Leading the industry with a difference

## 53 Operational countries

Ever since Bluewater's establishment in 2013, our company has gained significant recognition as a response to our ethos and outstanding craftsmanship. By combining minimalistic design, revolutionary technology, and a purpose-driven goal, we were able to create a brand that is continuously sought-after around the world and expanded our footprint to over 50 countries.



## Supplying clean water to events

In 2017, Bluewater took the opportunity to tackle water scarcity by supplying clean water to the Volvo Ocean Race in Cape Town. Our role in the event marked the beginning of one of Bluewater's most distinguished activities, supplying events with clean, healthy drinking water that subsequently eliminates the need for single-use plastic bottles.



## Plastic bottles saved at every event

Our presence at each event sees tens of thousands of single-use plastic bottles from being consumed. As a response, Bluewater has grown synonymously as a healthy and plastic-free solution to keep staff, participants, and attendants hydrated throughout events. As of now, Bluewater has provided clean water to some of the grandest events across the world, bringing a plastic-free solution to names such as; The British Open, Formula E, and the 52 Super Series.

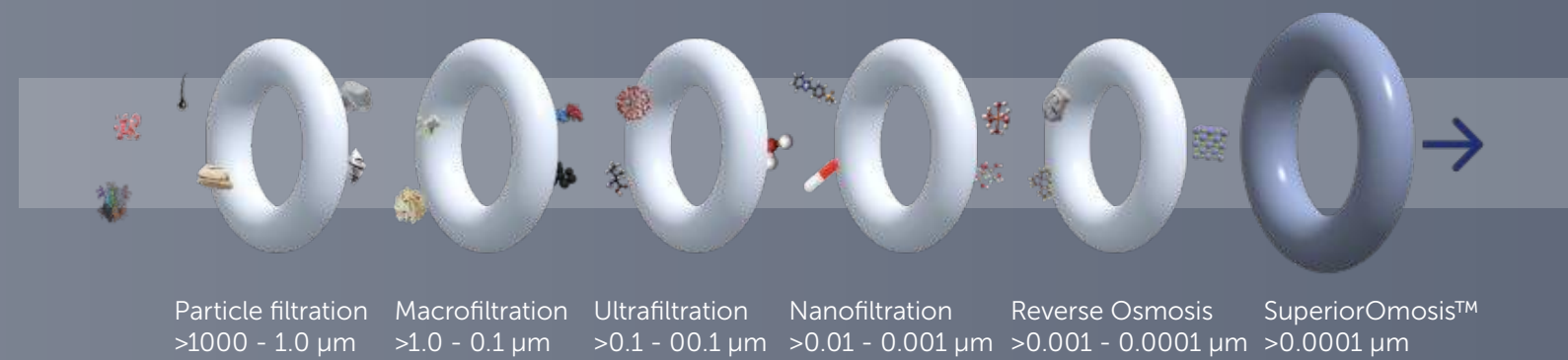


“Our unique and meaningful relationship with the living world around us inspires me to look at water in new ways.”

Bengt Rittri, CEO



# Revolutionary technology



Bluewater purifiers are renowned for their prominent quality as a result of our patented SuperiorOsmosis™ technology. It can turn municipal, well, or brackish water into pure, delicious-tasting water. This technology has proven to be more efficient and effective than other reverse osmosis systems, by circulating the water and pushing it through a large semipermeable, self-cleaning membrane.

A big reason for the best outcome is the larger membrane area. This allows for the purification process to remove additional filtration components, all while still providing the purest form of water. Our technology is guaranteed to provide a healthy drinking experience free from waterborne contaminants, such as toxins, bacteria, viruses, hormones, and heavy metals.



Higher purification efficiency



Larger membrane filter



Longer filter life



Less waste water than RO solutions



Low energy consumption



Greater flow without the need of a tank

# Bluewater Purifiers

## Swedish quality

All Bluewater purifiers are crafted to reflect our Swedish heritage of minimalism and practicality.

## Smart cleaning

Equipped with a smart membrane cleaning technology to help avoid clogging.

## Compact design

Driven by a design that bridges pillars of functionality and performance.



PRO



Spirit



Cleone

# The PRO Series



Performance has never been this compact.

# High-performance water purification

Meet our most powerful water purifier, the Bluewater PRO. Delivering up to 288 liters of water every hour and without the need for a tank, the Bluewater PRO provides a complete ecosystem for purified water. This makes it perfect for; drinking, cleaning and even cooking. Built around our very own SuperiorOsmosis™ technology, the PRO's compact design is the perfect solution for commerci-

al and residential use, promising the highest quality of clean, healthy drinking water. By removing waterborne contaminants such as lead, microplastics, viruses, and pharmaceutical residue, the Bluewater PRO leaves safe and clean water for all types of applications. It is perfect for industries such as; hospitality, laboratories, humidification, and more.



## Applications

- Healthcare
- HoReCa
- Laboratory
- Villas
- Kitchen
- Well water

## Specifications

<b>FLOW</b> Up to 6912 liters/day	<b>REDUCTION RATE</b> Up to 99.7%	<b>POWER CONSUMPTION</b> 530-720 W
<b>RECOVERY</b> 61%	<b>DIMENSIONS</b> 225 x 430 x 466 mm	<b>PURIFICATION TECHNOLOGY</b> SuperiorOsmosis™



# The Spirit Series



The ideal family solution to water.

# The premium choice to everyday life

Always ready to elevate your taste buds, the Bluewater Spirit truly lives up to its name. Its simple and practical build combines the best of Swedish design and functionality to create a one-of-a-kind purifier. With the use of our SuperiorOsmosis™ technology, the Spirit is designed to keep you and your family hydrated with the highest quality of clean

and safe water, while elegantly matching the essence of your kitchen. The Spirit is designed to prevent any harmful contaminants from remaining in your water and promises to boost your health in a natural and organic way. With the capacity of producing 105 liters of water per hour, the Spirit is the ideal purifier for families.



## Applications

- Cafes
- Restaurants

## Specifications

<b>FLOW</b> Up to 3380 liters/day	<b>REDUCTION RATE</b> Up to 99%	<b>POWER CONSUMPTION</b> 350 W
<b>RECOVERY</b> 53-61%	<b>DIMENSIONS</b> 150 x 365 x 462 mm	<b>PURIFICATION TECHNOLOGY</b> SuperiorOsmosis™

# The Cleone Series



The all-around star player.

# Reliable water for your home

The Bluewater Cleone is a high-performance classic for everyday life. With the use of a traditional 5-stage filtration system, we have re-engineered the purification process to create a premium water drinking experience. By eliminating all waterborne impurities and getting rid of harmful contaminants, the Cleone's role to provide peace of mind

is complemented with a refined and unmatched taste that supplies any kitchen with exceptional water. The Bluewater Cleone comes in three different models, giving you the chance to customize your water experience based on drinking preferences toward remineralized water and greater protection.



## Applications

Well water | Kitchen

## Specifications

<b>FLOW</b> 190 liters/day	<b>REDUCTION RATE</b> Up to 99%	<b>POWER CONSUMPTION</b> 23-31 W
<b>RECOVERY</b> 25%	<b>DIMENSIONS</b> 215 x 380 x 416 mm	<b>PURIFICATION TECHNOLOGY</b> Reverse Osmosis



## Bluewater Bottles Collection



### Easy to carry

Whether on a road trip or hiking through rocky mountains, hydrate comfortably on the move.

### Create your own style

With our colorful selection of silicone loops, you can customize your bottle to your style.

### Comfortable drinking

Shaped with a wide mouth for easy filling, cleaning, and drinking.

### Eco-friendly

BPA and BPS-free; made from sustainable, recyclable materials.

### Anti-scratch protection

The silicone pad at the base is scratch-resistant to keep your bottle brand new.

### Leak proof lid

Ensuring your drink will not get spilled, no matter the place or adventure.



# The Duragrade™ Glass Collection

Purposefully designed to promote transparency in the water you drink and eliminate the need for single-use plastic, this bottle combines aspects of simplicity, minimalism, and functionality, all to bring a comfortable and aesthetic solution to drinking water.



BLACK  
500 ml/17 oz



BLUE  
500 ml/17 oz



WHITE  
500 ml/17 oz

## Sustainable materials

Made from recycled Duragrade™ glass, our bottles resist temperatures up to 100°C and come with a colorful silicone sleeve for an easy grip and customizable bottle matching.

## Stylish and on-the-go

While off to work or in the woods, this long-lasting solution to drinking water promises to keep you hydrated during any situation.

**Volume:** 500 ml/17 oz  
**Opening diameter:** 53 mm  
**Body diameter:** 66 mm

**Overall height:** 208.5 mm  
**Weight:** 421 g  
**Case quantity:** 24 pcs



# The Stainless Steel Collection

The Stainless Steel bottle is the modern solution designed to last a lifetime. Crafted to be the only bottle you will ever need, it consists of a minimal design, practical features, and vacuum insulation to keep ideal temperatures for any situation.



BLACK  
400 ml/14oz



BLUE  
400 ml/14oz



WHITE  
400 ml/14oz

## The only bottle you'll ever need

Elegant in design and matched with high-resistant material, this bottle is the perfect blend between premium quality and Swedish craftsmanship, ensuring optimal functionality.

## Robust and insulated

Designed to keep its style while under any weather condition, keeping your drinks hot for 12 hours, and cold for 24 hours.

**Volume:** 400 ml/14 oz  
**Opening diameter:** 53 mm  
**Body diameter:** 66 mm

**Overall height:** 208.5 mm  
**Weight:** 304 g  
**Case quantity:** 24 pcs





# Co-branded bottles

We welcome companies that wish to take a step toward sustainability to personalize their own branding to our bottles. Whether it's a gift to employees, a token of gesture for partners or even to promote an event, we are continuously seeking collaboration with companies that are ready to take initiatives in eliminating single-use plastic bottles. Our design proposals are created to reflect a timeless visual that matches the co-branded company's long-term vision toward their own sustainable goals.

## A letter from Bengt Rittri

Like most Swedes, my love for nature began as a child. Growing up, I was always on, in, or near water – no matter the season. Summers in the archipelago or near one of the idyllic lakes. Winters on the slopes, snow-covered fields, or frozen lakes. Our unique and meaningful relationship with the living world around us inspires me to look at water in new ways.

But the beauty of nature is changing. You don't have to be a Swede to get upset – even angry – at seeing all the plastic in our oceans. No one wants to dive into a plastic bag or see plastic littering our beaches and waterways.

I started Bluewater in 2013 to protect our oceans and waterways through the use of innovative technology that makes fresh, healthy water more accessible to people around the world. Ever since, we have been committed to producing Bluewater purifiers, water stations, and refillable water bottles to ensure clean water is available and locally sourced – and to do away with single-use plastic bottles.

The climate crisis is making water scarcity one of the biggest challenges of our times. We need to work together to do our part to conserve nature. I hope you will join us to protect and celebrate our beautiful planet

Founder & CEO



### NIO 333 - Fornula E

Bluewater has equipped the entire NIO 333 Formula E team with their own Stainless Steel bottle, with the aim of disrupting the use of single-use plastic bottles in the world of sports.



### The British Open

The British Open tournament teamed up with Bluewater to supply all players with their own personalized bottle, ensuring hydration throughout the event without the need for single-use plastic bottles.



### Volvo Ocean Race

For the Volvo Ocean Race, Bluewater took on the role to supply the event with water stations, co-branded stainless steel bottles, and glass bottles that can be reused on other occasions.





**BLUEWATER**

Talk to your water experts

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