

# Bluewater Takes Over Global Distribution Of Spare Parts For Its Cutting-Edge Water Purifiers

*Sweden's Bluewater water purification technology brand continues its global growth, taking over full worldwide spare parts distribution for its water purifiers.*

STOCKHOLM, SWEDEN, August 31, 2014

/EINPresswire.com/ -- Sweden's Bluewater water purification technology brand continues its global growth phase, taking over full worldwide distribution of spare parts from September 1, 2014, onwards for its residential and light commercial water purifiers.

"This move completes our takeover of the water purification business from Dometic – and underlines we are now able to bring our customers and partners exceptional service and value, today and into the future," said Niclas Wullt, managing director of BlueBlue AB, the Swedish company that owns and markets the Bluewater brand and its [SuperiorOsmosis™](#) technology.

Blueblue AB late 2012 acquired and integrated two first-class water purification product lines – the premium consumer brand Cleone and the unique Direct Flow water purifiers from Dometic AB. Bluewater's second-generation reverse osmosis SuperiorOsmosis™ water purifiers have been successfully launched in Europe, North America and China.

With this latest move, Bluewater is now able to provide top-notch quality support through its own distribution organization across Europe, North America, and China to ensure consistent quality performance from its wellbeing-friendly Cleone, Spirit and Pro water purifiers. Bluewater's leading-edge technology removes practically all contaminants from tap drinking water, including toxic metals, pharmaceuticals, chemicals and viruses as well as bad tastes and odors.

Mr. Wullt said: "In line with our global growth strategy it was important to be able to deliver our customers increased efficiency and ease in ordering everything necessary for our water purifiers from one supplier. Our goal is to deliver our trade customers industry-leading service by simplifying the spare parts ordering process and ensure they are able to deliver end-users complete satisfaction by always having the most important spare parts on hand."

Notes for editors:

Bluewater™ is the registered trademark of Blueblue AB, a privately-owned Swedish company. The founder, Mr. Bengt Rittri, also owns the leading global air-cleaning brand, Blueair, which was established in 1996 and today is sold in over 50 countries around the world.



Bluewater managing director Niclas Wullt

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*Niclas Wullt*

David Noble  
Bluewater (Blueblue AB)  
+44 7785302694  
email us here

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