

Bluewater water purifier company sees strong upswing in interest in its innovative water cleaning technologies

Bluewater's second-generation water purifiers were centre stage at Europe's leading trade show for the water industry, Aquatech Amsterdam 2017

STOCKHOLM, SWEDEN, November 6, 2017 /EINPresswire.com/ -- The 2017 Aquatech Trade Show in Amsterdam proved a huge success for Bluewater! The sharp increase in visitors showing interest in Bluewater's second-generation water purifiers revealed a growing interest in the company's Sweden-innovated residential and commercial water solutions that are designed to enhance health and wellbeing. "We saw a high level of buyers and product managers from a number of distribution channels, ranging from large to mom-and-pop retailers. For us, the calibre of visitors was excellent with a substantial increase in those from further afield, including Africa and India, which added scope and quality to Aquatech Amsterdam," said Bluewater European sales chief Ting Li.

At Europe's leading trade show for the water industry with over 900 exhibitors and tens of thousands of professional visitors, Bluewater presented its innovative platform of water purifiers. Hero product was the [Bluewater Pro](#) water purifier that serves up to 8,000 liters of purified water every day from a high compact, direct flow unit.

"Judging from feedback, the Bluewater Pro made an outstanding impression on everyone who came by our stand thanks to our unique patented SuperiorOsmosis™ technology that delivers outstanding clean water delivery performance and reduces water wastage by up to an awesome 82 percent," Mrs. Li said. Both the direct-flow [Bluewater Spirit](#) and entry-level Bluewater Cleone also attracted attention to their clean water performance attributes.

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Mrs. Ting Li

Another point of focus was the series of initiatives undertaken by Bluewater to drive attention to the company's newly launched clean water movement. Among other activities, Bluewater is supporting the Vestas 11th Hour Racing team with purified drinking water at stop-overs during the round-

the-world Volvo Ocean Race.

Bluewater European sales chief Mrs Ting Li said: "Staying at the forefront of buyers' minds helps with



our brand recognition and we were able to provide visitors first-hand information about our great product and other initiatives. Aquatech Amsterdam proved an excellent platform to present our brand to decision-makers at every level in our industry.”

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