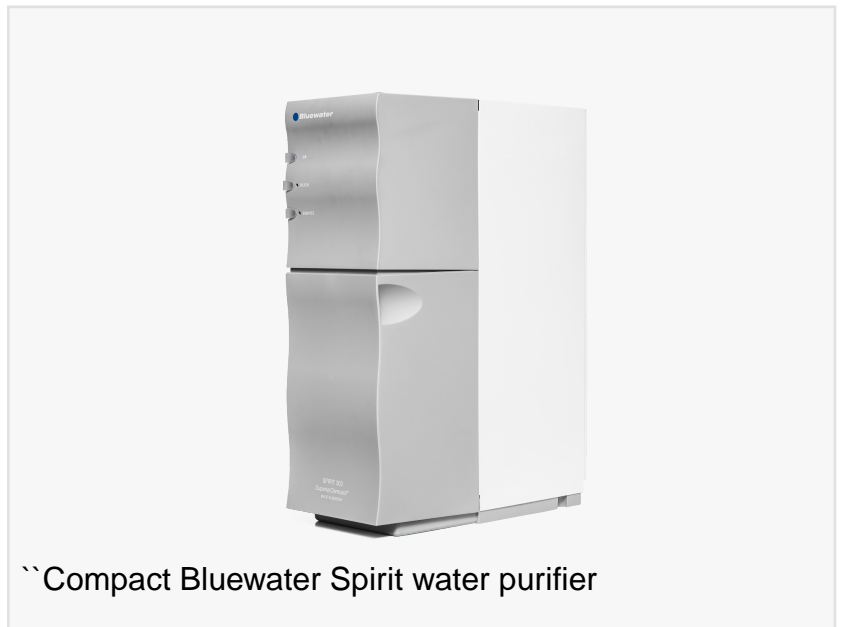


Bluewater sees rise in visitors at Kitchen & Bath Industry Show, says interest in home water purification rocketing

Bluewater says consumer fears about deteriorating tap water quality driving fast growing interest in home and commercial water purification solutions.

OVERLAND PARK, KANSAS, UNITED STATES, January 13, 2018 /EINPresswire.com/ -- [Bluewater](#), a leader in home, commercial and public distribution water solutions, saw record number of visitors to its booth at the 2018 Kitchen & Bathroom Industry Show. The company said consumer fears about deteriorating tap water quality was a key driver behind fast growing interest in home water purification.



“Compact Bluewater Spirit water purifier

“Bluewater saw a huge surge in visitors to our booth at the 2018 Kitchen & Bathroom Industry Show in Orlando and interest in the unmatched performance of the water purifier range we showcased was at an all-time high,” said Bluewater US sales chief Lin Guo. She noted that a Bluewater survey in December shows 56 percent of Americans believe toxins pollute their drinking water.

“

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Lin Guo, Bluewater US sales chief

Bluewater showcased its full product range of Pro, Spirit and Cleone water purifiers at KBIS, which is the leading expo and conference for the industry in the USA focused exclusively on the kitchen and bath market. Taking place alongside the International Builders’ Show, KBIS provides unparalleled access to the latest products, trends and technologies shaping the broader residential design and construction industry.

Bluewater chief executive Mattias Westerberg said he had come away from KBIS feeling that if the unprecedented number of visitors to the company’s booth and the level of

interest in the unique water purifying technology on show was anything to go by, Bluewater could expect a highly successful year ahead.

“Coming off a successful 2017 with triple digit growth in North America, I feel that we are well positioned for another year of strong growth,” Mattias Westerberg said.

“At KBIS, we saw huge interest from kitchen showrooms, developers, builders, and designers who were clearly impressed with the performance and attractive, compact design of our water purifiers that deliver unmatched quantities of clean and healthy drinking water from a residential or business faucet,” he said.

Background

* Bluewater’s complete model range of water purification products encompass Bluewater’s compact, direct-flow [Bluewater Pro](#) and Bluewater Spirit water purifiers that harness the company’s patented second-generation [SuperiorOsmosis™](#) technology. The technology delivers unmatched purification efficiency, operating capacity and service life giving users up to a stunning 6,912 liters of direct-flow water a day from the faucet.

* A survey in mid-December from Bluewater shows the majority of Americans (56%) worry their drinking water contains harmful contaminants like lead, bacteria, carcinogens, and plastic. Further, sixty percent actively take measures to help control what’s in their drinking water, such as using filtering systems and bottled water. Additional findings from the Bluewater survey show:

- One-third (33%) of Americans worry about lead and toxic metals in their drinking water
- 29 percent worry about bacteria
- 16 percent worry about plastic particles; that’s 52 million Americans
- One in four (26%) Americans say they personally have or know someone who has had a water issue in the last two years

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About Bluewater

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures, and commercializes compact water purifiers that harness the company’s patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine, and lime-scale. Please visit us at <http://www.bluewatergroup.com>.

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