



Easy to install and use, Tapp Water filters eliminate unpleasant tastes, odours and more than 100 contaminants often found in tap water.

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Bluewater Group Acquires Spain's Tapp Water, further strengthening its consumer sales model

Bluewater Group, a global leader in cutting-edge water purification technology and beverages, has successfully acquired Tapp Water, the leading consumer water filter brand based in Spain. This strategic move firmly establishes Bluewater Group's position as a frontrunner in the global water industry, further strengthens its business-to-consumer sales model, and reinforces its commitment to delivering sustainable solutions for clean water

worldwide. Bluewater is a wholly-owned part of the Blue AB portfolio.

“Tapp Water has built an impressive reputation for its high-quality water filters that give consumers access to pure and refreshing water directly from the tap,” says Bluewater founder and CEO Bengt Rittri (photo above). By integrating Tapp Water's expertise and advanced tap-mounted filtration technology into its offering, Bluewater Group aims to cater to the increasing consumer preference for convenient and eco-friendly water purification solutions.

Rittri added” “Bluewater has millions of consumer touch points daily through an extensive network of water refill stations, event and venue hydration stations, and residential and commercial water purifiers worldwide. Our job is to meet consumer demand for clean, great-tasting water they can trust from their faucets. Acquiring Tapp Water further strengthens Bluewater’s position towards the consumer market.”

Since its inception, the Tapp Water brand has garnered a strong presence in Spain, now serving over 100,000 customers. In recent years, the brand has begun expanding across Europe and 20+ other countries in the world.

Tapp Water’s commitment to the environment is evident in how it has replaced the need for a staggering 100 million single-use water bottles with filtered alternatives based on a product range encompassing the world's smallest faucet water filter, the pioneering glass water filter jug, and the sole independently tested shower filter. Tapp Water also offers water filter bottles that leverage NASA technology, ensuring virtually any water source can be made potable.

“The heart of Tapp Water is our passionate team of 26 individuals based in Barcelona. They've been pivotal in conceptualizing, developing, and designing our ground-breaking products,” says Tapp Water founder and CEO Magnus Jern. “We are excited about this new chapter and look forward to being able to pool the expertise, disruptive technology, and dedication of both companies to make a significant impact on the global water industry.”

Founded in 2013, Bluewater has embedded creating a world without the need for polluting single-use plastic bottles at the heart of its business mission. With its sustainability vision and dedication to the protection of the planet’s oceans and waterways, Bluewater believes the future lies in

‘generating and delivering great-tasting water and beverages that are created and distributed at the point of use.

“Our goal is to make fresh, healthy water accessible to communities globally”, says Bengt Rittri, a leading Swedish environmental entrepreneur. He said the acquisition is particularly strategic, as Tapp Water, with its strong consumer base and unique product line, will become Bluewater’s business-to-consumer arm, further anchoring the company’s presence in the mass market consumer space.

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About Bluewater

Bluewater has set its sights on being the world’s most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Bluewater is on a mission to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation by providing great-tasting purified drinking water generated and distributed at the point of use. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and has been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

About Tappwater

Tappwater was founded 2017 in Barcelona with a mission to eliminate the need for bottled water. To achieve this, the company provides solutions for clean, tasty tap water that are simple to use, affordable and sustainable. In just a few years, Tappwater has become one of the top water filtration brands in Spain.

<https://tappwater.co/en/>

About Blue

Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue's mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health. www.blueab.se

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