



Thirst quenching, but how safe to drink? (Credit: Prostock-Studio Stock photo ID:1201211835)

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Water Company CEO's Call for Increased Action to Provide Clean, Safe Drinking Water for All

Sweden's Bluewater and America's FloWater, Recently Merged, Call for Increased Action to Provide Clean, Safe Drinking Water for All

Stockholm/Denver. June 6, 2022. With mounting evidence of 'forever chemicals' now being found in drinking water around the globe, including the 200-million Americans who are exposed to 'forever chemicals' in their drinking water, according to the Environmental Working Group ([EWG](#)), the Chief

Executives of recently merged [Bluewater](#) (Stockholm) and [FloWater](#) (Denver) are calling for a greater focus on the toxic perils that threaten water security.

Bluewater Founder and CEO Bengt Rittri (pictured above), a Swedish environmental entrepreneur, noted that on the eve of World Environment Day, June 4, US Vice-President Kamala Harris signed a historic, first of-its-kind [White House Action Plan on Global Water Security](#) that targets water insecurity at home and abroad.

Mr. Rittri said: “The Biden-Harris Action Plan on water security highlights the fact that the *quality and safety* of our drinking water is now more at risk than ever. It is almost unimaginable that in less than eight years from now, 1.6 billion people will face inadequate safe drinking water as reported by UNICEF and the World Health Organization. Everyone on this planet deserves access to drinking water that is free from heavy metals, microplastics and toxic chemicals.”

Since 2013, Denver-based [FloWater](#), makers of new-tech water refill stations has been working with businesses, schools, hotels and gyms across the US to provide safe drinking water, removing lead, forever chemicals (PFAS), microplastics, and other toxins.

“From rural communities to our cities across America, unsafe water crises are becoming more frequent and intense. It should not take a crisis like Flint, Michigan to get Americans to think about the dangerous toxins in their drinking water,” says FloWater CEO and Co-Founder, Rich Razgaitis (pictured above). “In [Oregon](#), [Michigan](#), [Ohio](#), and [Wisconsin](#) communities are dealing with these problems every day.”

In March this year, Bluewater, a leading international innovator of water purification solutions, and Denver, Colorado-based FloWater, a leading innovator of Refill Stations for schools, hotels, companies, and gyms with over 7,500 customers across the U.S, announced the finalization of a deal to merge their two organizations into a powerful new force to transform the water industry worldwide.

The two corporations, which share a mission to eliminate the health and environmental damage caused by single-use plastic water bottles, say their merger will increase the availability of safe clean drinking water across the

globe and help spur faster innovation of new water purification products.

About Bluewater

Honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and featured in Forbes, Fast Company, The Hollywood Reporter, and The Daily Telegraph, Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business, and public dispensing use. Bluewater harnesses patented new generation reverse osmosis technology to remove virtually all pollutants, from toxic metals, chemicals, and micro-plastics to limescale. World leading sporting events such as the British Open harness Bluewater's unique public hydration eco system to halt the need for single use plastic bottles.

Bluewater endorses the UN Environment Clean Seas initiative to turn the tide on plastic and collects one kilo of plastic from seashores for every sustainable Bluewater bottle sold. www.bluewatergroup.com.

About FloWater

Recognized by *Inc.* and the *Financial Times* as one of America's fastest growing companies and honored by *Fast Company* as a World Changing Idea, FloWater is the world's first company building a comprehensive platform of water purification products. The FloWater team is passionate about eliminating plastic waste and providing safe, great-tasting drinking water to everyone, wherever they are. Today, some of the world's best brands hydrate with FloWater, including Hyatt, Google, Red Bull, Play Station, Specialized Bikes, Microsoft, Club Pilates, Hulu, Urban Remedy, and O'Neill. FloWater delivers meaningful impacts for health and well-being, boosting hydration 200-500% while reducing the consumption of coffee and sugary beverages by 50%. Since the company's launch, FloWater's Refill Stations have saved over 350 million plastic water bottles from entering the environment and are on target to hit one billion by the end of 2022. For more information, visit www.drinkflowater.com and follow FloWater on [Facebook](#) and [Instagram](#).

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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