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Bluewater showcases world-beating refill stations to world leaders at Bali 2024 World Water Forum,

Sweden's Bluewater - part of the Blue AB investment portfolio – is showcasing its advanced water purification refill stations at the 10th World Water Forum in Bali, Indonesia, from May 18 -25. The leading-edge Bluewater refill stations provided delegates and guests - including global leaders and environmental experts – premium purified mineral-enriched drinking water generated on demand at point of use.

The stations use Bluewater SuperiorOsmosis™ technology to provide

sustainable drinking water by connecting to local water sources and applying multi-stage filtration, purification, and mineralization. In addition to removing all known water contaminants from toxic chemical such as PFAS to microplastics and viruses, the Bluewater technology also eliminates the need for single-use plastic bottles.

“Enabling a point-of-consumption purification solution for high-efficiency refills, Bluewater systems end the need for the polluting production, transportation, and consumption of single-use plastic bottles,” said Bluewater Chief Purpose Officer Philip Russell.

The refill stations were initially installed at Kura Kura Beach for the Balinese Water Purification Ceremony and later moved to Kuta Beach for the Forum Trade Fair. The one day opening event saw an 3,494 liters of purified and mineralized Bluewater dispensed, eliminating the need for almost 7,000 half-liter plastic bottles.



Bluewater also launched “REFILL INDONESIA,” a campaign to promote water refill infrastructure in Indonesia. The company aims to address global water challenges and advocate for a ban on plastic bottles.

Over the years, the number of people participating in the Forum has grown

from a few hundred to tens of thousands from the international community and host countries. Bluewater's participation in this prestigious event underscores the company's commitment to addressing global water challenges and its belief in the power of collaboration to drive change.

"Our solutions are more than just an answer to clean, safer, and sustainable hydration; they represent a pivotal step towards our vision of a world free from plastic pollution and water impurities," said Philip Russell.

For international media inquiries, please contact David Noble, Bluewater /Blue AB PR Officer, at david.noble@bluewatergroup.com or via WhatsApp: +44 7785 302 694.

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com

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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