

| A better future
| Tap water redefined

Cleone™



Benefit of Bluewater

Our body is around 70% water, our brain is 90% water. So it clearly makes sense to make the most of the water we consume to stay well, battle fatigue, flush out toxins, improve complexion and boost immune systems.

Water is vital to our health and wellbeing. Yet, critically, many projections by institutions such as the International Food Policy Research Institute warn that the world is facing rapidly deteriorating water quality that will increase risks to human health. Data in 2015 from NASA reveals how the world is running out of water as the world's largest aquifers are being depleted at alarming rates.

The unavoidable truth is that there is not an infinite supply of water. If quality is deteriorating, then increasingly we must take greater individual responsibility to assure our drinking water is safe and healthy to consume. And does not force us to use highly costly solutions like bottled water delivered in plastic that also endanger our planet's fragile environment.

Bluewater's leading-edge technologies remove over 99% of most known pollutants from tap water, including micro-organisms, pesticides, heavy metals and other toxins that threaten human health and impact taste. Our water purifiers are developed and engineered to deliver premium water purification and direct flow from a compact, great looking design.

Bluewater's waterpurifier Cleone is innovated with love in Sweden to help deliver enhanced health, wellness and peace of mind at home and in working or business environments. Clean water, as pure as nature intended.



Niclas Wullt
Managing Director
Bluewater



Bluewater's Cleone. Works great. Looks great. A high-performing classic, that takes ease of water purification to the next level.



What's REALLY in our tap water?

Many of us take the safety of our tap water for granted. But what's really flowing from our faucets? Hardly a month goes by without a news report somewhere detailing how bacteria, pharmaceutical residues such as antibiotics and hormones, nitrates, toxic metals and other contaminants can be found in tap water.

Public water management authorities do a good job of treating water destined for residential or commercial kitchens. Yet most use chlorine or similar to disinfect water of bacteria and parasites – and chlorine not only tastes bad, but is also poisonous in large amounts.

Germs are not the only problem. Lots of other nasty stuff can get into the water during its journey from the municipal works to the tap. WHO says just one-third of the world's fresh water can be used for human needs due to 'increased pollution from municipal and industrial waste and the leaching of fertilizers and pesticides in agriculture'.

Aging municipal water pipes are a serious issue. In the USA, as much as 30 percent of pipes in systems that deliver water to



over 100,000 people are between 40 to 80 years old, according to the Environmental Protection Agency (EPA). And about 10 percent are even older.

The U.S. Water Quality Association (WQA) says 'water that leaves the treatment facility can become contaminated by the time it shows up at your tap'. The WQA view is supported by Consumer Reports that says 'dangerous contaminants such as lead, chloroform, arsenic, nitrate, nitrite, radon, and E. coli bacteria are common in tap water'.

Most of the world's municipal water treatment plants are simply not geared to remove all chemical and pharmaceutical residues. But ordinary citizens can help protect themselves – by using Bluewater's innovative reverse osmosis technologies.

Bluewater turns tap water into healthier, better tasting drinking water by removing the following contaminants.

Toxins

Pesticides and insecticides are leached into our water environments despite the best efforts of the agriculture industry, which uses over 70 percent of all the fresh water on the planet.

Bacteria & Viruses

WHO says 1.6 million people die every year from diarrhea-related diseases caused by drinking unsafe water and lack of basic sanitation giving free reign to hazardous microbes and bacteria.

Toxic Metals

Lead, cadmium, mercury and arsenic accumulate in ground water and our bodies, with potentially fatal consequences. Nitrite exposure (usually found where water has been polluted by fertilizers) can cause blue baby syndrome in infants, which may spark heart problems leading to death.

Smells

Organic or non-organic compounds can cause unpleasant tasting water.

Filter or Purify?



Consumers wary of drinking tap water are faced with a real dilemma when it comes to choosing between filtering what comes out of their kitchen taps or purifying it.

Many consumers believe they are making a healthier choice by choosing to filter their tap water using countertop pitchers with replaceable filter cartridges or buy bottled water. Yet, few people question the fact that most pitcher filter solutions do not remove contamination like lead, pesticide or pharmaceutical residues, bacteria or viruses. Nor do they query the inflated cost of bottled water, some of which comes from municipal water works anyway.

There is nothing intrinsically wrong with countertop or faucet water filters. However, such filters for the most part do not match the efficiency of reverse osmosis solutions that are designed to remove contaminants, including viruses,

bacteria, pesticides, fluoride and different drugs and chemicals, to deliver really clean water as and when you want it.

At the end of the day, understanding the difference between water filtration and water purification is the big step towards being able to make an informed choice for a healthier lifestyle, not to mention better tasting coffee or tea.



Cleones RO-system removes 99% of most known contaminants

Cleone water to trust

Forget about chlorine tasting water or concerns about practically all chemical and biological contaminants. With proven function and built to last, the Bluewater Cleone is small in size but big on delivering cleaner, healthier water from the kitchen tap.

Harnessing the power of reverse osmosis, the Cleone fits snugly under your kitchen sink to reliably deliver pristine water for drinking or washing vegetables and fruits. Replacing filters and membranes every six months or so is straightforward and simple. In Italy, the Cleone is called 'the tank' because it never breaks down, working 24/7 all year round to deliver

pure, fresh and tasty drinking water. In a market full of inefficient, water-guzzling, unattractive water purifiers, the Cleone reflects how our philosophy that there is no substitute for excellence when it comes to helping protect human health and wellbeing.

So why not join the hundreds of thousands of people worldwide who today rely on their Bluewater Cleone water purifiers for enhanced health and wellbeing at home. At the last count, Cleone's had a purification capacity of 24 million liters of water every day for people around the planet.



44.5% of householders globally say their tap water is contaminated, Bluewater study finds.

How does Cleone work?

The Cleone system is built without compromise. Not only is the delivered water of totally outstanding quality but so is every other aspect of Cleone. Unsurpassed quality of workmanship, selection of the best available materials, innovative and fully automatic technical features, reliability, safety and unique Scandinavian design all contribute to Bluewater's position as a world leader in the field of home water purification.

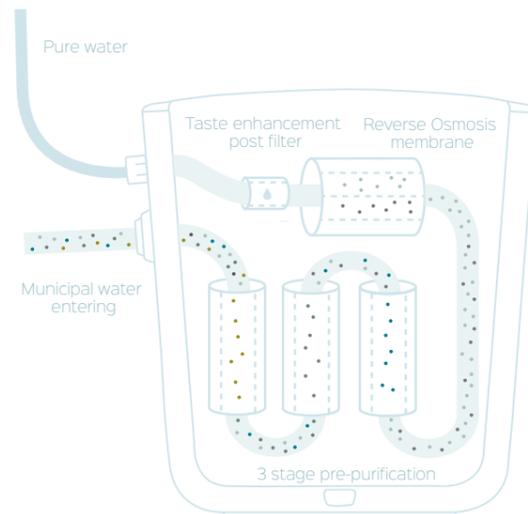
Among the innovative features of the Cleone is the automatic membrane flushing system which prolongs the life of the membrane and at the same time improves the purified-water quality from the first drop. The purification unit is also equipped with droplet-shaped indicator lamp to easily check if the system is operating correctly. The Swedish engineering team not only developed the best possible electric-safety system (EN61558) but also created a first in the history with the home water-purification leak protection system. Cleone means a lot more than just pure water - it means convenience and a higher quality of everyday life but also safe and reliable ownership for many years to come.

Benefits of Cleone

- Rock-solid engineering gives you reliability
- Unique leak protection system
- Automatic membrane flushing system
- Award-winning aesthetics and design
- Built to treat even highly polluted waters
- Innovated with love in Sweden
- 5 stage purification
- NSF / ANSI 58 certified



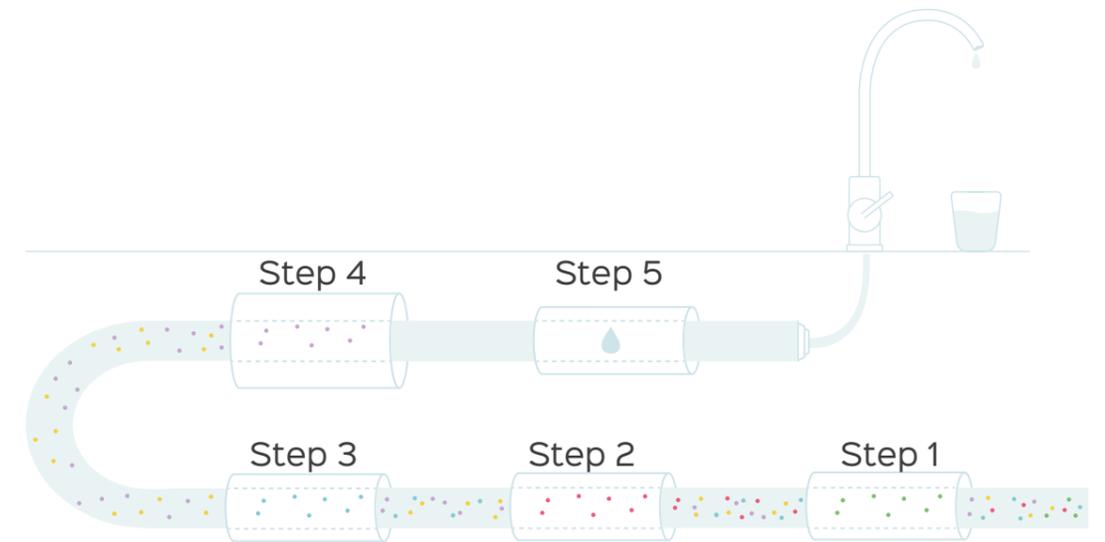
Inside Cleone Classic.



Bluewater's Cleone consists of an osmotic semi-permeable membrane that filters water at a molecular level. The clean water atoms are passing through millions of incredibly small, visible only under electron microscope, membrane pores that are not bigger than 0.0001 micrometer. Chemical substances, organics, toxins, heavy metals, trihalomethanes, biological impurities and hundreds of other dissolved in water contaminants are trapped, separated and flushed to the drain.

5 stage purification

An efficient approach to purifying tap water



Reverse Osmosis

Step 1

CL-20 Sediment prefilter removes particles, dirt and rust down to a size of 20 microns (20µm).

Step 2

CL-5 Sediment prefilter removes particles, dirt and rust down to a size of 5 microns (5µm).

Step 3

CL-C Activated Carbon Pre-filter reduces chlorine and removes particles as well as contaminants affecting taste and odor down to a size of 5 microns (5µm).

Step 4

The Reverse Osmosis membrane removes contaminants down to a size of 0,1 microns (0,1 µm). The membrane is the core of the whole product and only lets pure water molecules (H₂O) through.

Step 5

CL-Inline-C Activated Carbon Post-filter enhances taste and odor.

Purified tap water

Bluewater's Cleone delivers pure drinking water directly to your faucet ensuring healthier, tastier water that is always available.

Cleone

Classic



A high-performing classic that delivers proven results year after year, the Bluewater Cleone takes ease-of-use water purification to the next level. Designed and engineered in Sweden, the Cleone is ideal for households who have concerns about chlorine tasting water or want to remove chemical, biological and toxic metal contaminants. With tried-and-tested functions and built to last, the Bluewater Cleone is small in size, but it is big on delivering cleaner, healthier drinking water from the kitchen tap. The water holding tank is available in multiple sizes in order to meet the needs of most households.

- Rock-solid engineering gives you reliability
- Unique leak protection system
- Automatic membrane flushing system
- Award-winning aesthetics and design
- Built to treat even highly polluted waters
- Innovated with love in Sweden
- 5 stage filtration



Purification [%]*
99+



Flow [litres/day]
150



Recovery [%]
25

Technical Properties

Product Identifiers

Product Number	91-122-0240
Product Code	Cleone Classic

Purification Technology

Reverse Osmosis

Electricity

Voltage [V DC]	24
Power consumption [W]	23

Power supply (AC/DC adapter) included	95-240V- 50/60 Hz
Plug / Type	EU and UK / C and G

Dimension W x H x D [mm]

Product Dimension	215 x 416 x 380
Installation Dimension	215 x 416 x 420

Weight

10.4 kg packaged weight

Prefiltration

20µ Particle filter	
5µ Particle filter	
Granulated Activated Carbon (GAC)	

Postfiltration

Granulated Activated Carbon (GAC)

Water Tank

Water tank available from 8 to 40 litres

Faucet

Faucet included, customized faucet must be suitable for RO-water.

Features

Three stage pre-filtration	Yes
Drop-shaped blue indicator light	Yes
WQM - WaterQualityMeter	No
NSF certified RO membrane	Yes
Integrated booster pump	Yes
Intelligent membrane flushing (IMF)	Yes
Leak protection system	Yes
Positive automatic water shut-off	Yes
Non-clogging flow restrictor	Yes
Droplet system operation indicator	Yes
Installation kit	Yes
Compatible with household appliances	No

Cleone Options

Balance	No
Ultra	No

Requirements of Inlet Water

Pressure [bar]	0.8-7
TDS [mg/l]	<2000
Conductivity [µS/cm, 25 °C]	<2600
Temperature [°C]	2-38
Hardness [°dH]	<20
Iron Fe(II) [mg/l]	<0.5
Fe(III) [mg/l]	<0.3
Turbidity [FNU]	<1

Maintenance

Recommended frequency between membranefilter change

20µ Sediment filter	4-6 Months
5µ Sediment filter	4-6 Months
Granulated Activated Carbon Prefilter	4-6 Months
Granulated Activated Carbon Postfilter	10-12 Months
RO Membrane	3-5 Years

Reduction Performance

measured as membrane rejection of known pollutants

Salt Rejection [TDS]	93-99%
Copper	>99%
Cyst	>99%
Fluoride	>98%
Lead	>99%
Nitrate	>98%
Nitrite	>97%
Turbidity	>99%

* Purification measured as removal of most known harmful contaminants. For precise information see Reduction Performance.

Cleone^{UV}

Ultra



A high-performing classic that delivers proven results year after year, the Bluewater Cleone takes ease-of-use water purification to the next level. Designed and engineered in Sweden, the Cleone is ideal for households who have concerns about chlorine tasting water or want to remove chemical, biological and toxic metal contaminants. With tried-and-tested functions and built to last, the Bluewater Cleone is small in size, but it is big on delivering cleaner, healthier drinking water from the kitchen tap. The water holding tank is available in multiple sizes in order to meet the needs of most households. As an extra security precaution the Cleone Ultra protects you against post purification contamination with a UV-light.

- Rock-solid engineering gives you reliability
- Unique leak protection system
- Automatic membrane flushing system
- Award-winning aesthetics and design
- Built to treat even highly polluted waters
- Innovated with love in Sweden
- 5 stage filtration



Purification [%]*
99+



Flow [litres/day]
150



Recovery [%]
25

Technical Properties

Product Identifiers

Product Number	91-122-0740
Product Code	Cleone Min-UV

Purification Technology

Reverse Osmosis

Electricity

Voltage [V DC]	24
Power consumption [W]	31

Power supply (AC/DC adapter) included	95-240V- 50/60 Hz
Plug / Type	EU and UK / C and G

Dimension W x H x D [mm]

Product Dimension	215 x 416 x 380
Installation Dimension	215 x 416 x 420

Weight

10.9 kg packaged weight

Prefiltration

20µ Particle filter	
5µ Particle filter	
Granulated Activated Carbon (GAC)	

Postfiltration

Granulated Activated Carbon (GAC)

Water Tank

Water tank available from 8 to 40 litres

Faucet

Faucet included, customized faucet must be suitable for RO-water.

Features

Three stage pre-filtration	Yes
Drop-shaped blue indicator light	Yes
WQM - WaterQualityMeter	No
NSF certified RO membrane	Yes
Integrated booster pump	Yes
Intelligent membrane flushing (IMF)	Yes
Leak protection system	Yes
Positive automatic water shut-off	Yes
Non-clogging flow restrictor	Yes
Droplet system operation indicator	Yes
Installation kit	Yes
Compatible with household appliances	No

Cleone Options

Balance	No
Ultra	Yes

Requirements of Inlet Water

Pressure [bar]	0.8-7
TDS [mg/l]	<2000
Conductivity [µS/cm, 25 °C]	<2600
Temperature [°C]	2-38
Hardness [°dH]	<20
Iron Fe(II) [mg/l]	<0.5
Fe(III) [mg/l]	<0.3
Turbidity [FNU]	<1

Maintenance

Recommended frequency between membranefilter change

20µ Sediment filter	4-6 Months
5µ Sediment filter	4-6 Months
Granulated Activated Carbon Prefilter	4-6 Months
Granulated Activated Carbon Postfilter	10-12 Months
RO Membrane	3-5 Years

Reduction Performance

measured as membrane rejection of known pollutants

Salt Rejection [TDS]	93-99%
Copper	>99%
Cyst	>99%
Fluoride	>98%
Lead	>99%
Nitrate	>98%
Nitrite	>97%
Turbidity	>99%

* Purification measured as removal of most known harmful contaminants. For precise information see Reduction Performance.

Cleone[®]



Balance



A high-performing classic that delivers proven results year after year, the Bluewater Cleone takes ease-of-use water purification to the next level. Designed and engineered in Sweden, the Cleone is ideal for households who have concerns about chlorine tasting water or want to remove chemical, biological and toxic metal contaminants. With tried-and-tested functions and built to last, the Bluewater Cleone is small in size, but it is big on delivering cleaner, healthier drinking water from the kitchen tap. The water holding tank is available in multiple sizes in order to meet the needs of most households. On top of normal functionality Cleone gently introduces minerals to the water to enhance your sensory experience.

- Rock-solid engineering gives you reliability
- Unique leak protection system
- Automatic membrane flushing system
- Award-winning aesthetics and design
- Built to treat even highly polluted waters
- Innovated with love in Sweden
- 5 stage filtration



Purification [%]*
99+



Flow [litres/day]
150



Recovery [%]
25

Technical Properties

Product Identifiers

Product Number	91-122-0340
Product Code	Cleone Min

Purification Technology

Reverse Osmosis

Electricity

Voltage [V DC]	24
Power consumption [W]	23

Power supply (AC/DC adapter) included	95-240V- 50/60 Hz
Plug / Type	EU and UK / C and G

Dimension W x H x D [mm]

Product Dimension	215 x 416 x 380
Installation Dimension	215 x 416 x 420

Weight

10,9 kg packaged weight

Prefiltration

20µ Particle filter	
5µ Particle filter	
Granulated Activated Carbon (GAC)	

Postfiltration

Granulated Activated Carbon (GAC)

Water Tank

Water tank available from 8 to 40 litres

Faucet

Faucet included, customized faucet must be suitable for RO-water.

Features

Three stage pre-filtration	Yes
Drop-shaped blue indicator light	Yes
WQM - WaterQualityMeter	No
NSF certified RO membrane	Yes
Integrated booster pump	Yes
Intelligent membrane flushing (IMF)	Yes
Leak protection system	Yes
Positive automatic water shut-off	Yes
Non-clogging flow restrictor	Yes
Droplet system operation indicator	Yes
Installation kit	Yes
Compatible with household appliances	No

Cleone Options

Balance	Yes
Ultra	No

Requirements of Inlet Water

Pressure [bar]	0,8-7
TDS [mg/l]	<2000
Conductivity [µS/cm, 25 °C]	<2600
Temperature [°C]	2-38
Hardness [°dH]	<20
Iron Fe(II) [mg/l]	<0,5
Fe(III) [mg/l]	<0,3
Turbidity [FNU]	<1

Maintenance

Recommended frequency between membranefilter change

20µ Sediment filter	4-6 Months
5µ Sediment filter	4-6 Months
Granulated Activated Carbon Prefilter	4-6 Months
Granulated Activated Carbon Postfilter	10-12 Months
CL-Mineral Postfilter	4-6 Months
RO Membrane	3-5 Years

Reduction Performance

- measured as membrane rejection of known pollutants

Salt Rejection [TDS]	93-99%
Copper	>99%
Cyst	>99%
Fluoride	>98%
Lead	>99%
Nitrate	>98%
Nitrite	>97%
Turbidity	>99%

* Purification measured as removal of most known harmful contaminants. For precise information see Reduction Performance.

Cleone[®]



PurityPlus



A high-performing classic that delivers proven results year after year, the Bluewater Cleone takes ease-of-use water purification to the next level. Designed and engineered in Sweden, the Cleone is ideal for households who have concerns about chlorine tasting water or want to remove chemical, biological and toxic metal contaminants. With tried-and-tested functions and built to last, the Bluewater Cleone is small in size, but it is big on delivering cleaner, healthier drinking water from the kitchen tap. The water holding tank is available in multiple sizes in order to meet the needs of most households. Cleone PurityPlus is the only model that uses both the enhanced security of the Ultra functionality and the enhanced sensory experience of the Balance functionality. Together they give you water that is absolutely pure and that tastes great.

- Rock-solid engineering gives you reliability
- Unique leak protection system
- Automatic membrane flushing system
- Award-winning aesthetics and design
- Built to treat even highly polluted waters
- Innovated with love in Sweden
- 5 stage filtration



Purification [%]*
99+



Flow [litres/day]
150



Recovery [%]
25

Technical Properties

Product Identifiers

Product Number	91-122-0740
Product Code	Cleone Min-UV

Purification Technology

Reverse Osmosis

Electricity

Voltage [V DC]	24
Power consumption [W]	31

Power supply (AC/DC adapter) included	95-240V- 50/60 Hz
Plug / Type	EU and UK / C and G

Dimension W x H x D [mm]

Product Dimension	215 x 416 x 380
Installation Dimension	215 x 416 x 420

Weight

11,4 kg packaged weight

Prefiltration

20µ Particle filter	
5µ Particle filter	
Granulated Activated Carbon (GAC)	

Postfiltration

Granulated Activated Carbon (GAC)

Water Tank

Water tank available from 8 to 40 litres

Faucet

Faucet included, customized faucet must be suitable for RO-water.

Features

Three stage pre-filtration	Yes
Drop-shaped blue indicator light	Yes
WQM - WaterQualityMeter	No
NSF certified RO membrane	Yes
Integrated booster pump	Yes
Intelligent membrane flushing (IMF)	Yes
Leak protection system	Yes
Positive automatic water shut-off	Yes
Non-clogging flow restrictor	Yes
Droplet system operation indicator	Yes
Installation kit	Yes
Compatible with household appliances	No

Cleone Options

Balance	Yes
Ultra	Yes

Requirements of Inlet Water

Pressure [bar]	0,8-7
TDS [mg/l]	<2000
Conductivity [µS/cm, 25 °C]	<2600
Temperature [°C]	2-38
Hardness [°dH]	<20
Iron Fe(II) [mg/l]	<0,5
Fe(III) [mg/l]	<0,3
Turbidity [FNU]	<1

Maintenance

Recommended frequency between membranefilter change

20µ Sediment filter	4-6 Months
5µ Sediment filter	4-6 Months
Granulated Activated Carbon Prefilter	10-12 Months
CL-Mineral Postfilter	4-6 Months
RO Membrane	3-5 Years

Reduction Performance

- measured as membrane rejection of known pollutants

Salt Rejection [TDS]	93-99%
Copper	>99%
Cyst	>99%
Fluoride	>98%
Lead	>99%
Nitrate	>98%
Nitrite	>97%
Turbidity	>99%

* Purification measured as removal of most known harmful contaminants. For precise information see Reduction Performance.

Original and optional features

Innovated with love in Sweden



Cleone original features

Reverse Osmosis

Premium Purification*

99%

Normal Flow

0.1 [l/min] †
1.8 [USGAL/hr] †

Normal Recovery

Up to 25%

8-40 liters tank



Cleone optional features

Ultra

Safeguard yourself against post purification contamination with the optional UV-light. The UV post-filter eliminates any bacteria that may occur in the water.



Balance

Get water to taste the way you want by adding the minerals that enhance your sensory experience. The CL-Mineral post-filter gently introduces selected minerals to enhance water taste.



Certificates and awards



NSF / ANSI 58



product design award



* Purification measured as removal of most known harmful contaminants. For precise information, please consult data sheets.

PURE CLEAN WATER

HARD AS ICE AND SOFT AS SNOW, WATER IS LIFE!

MOST OF WHAT WE ARE IS WATER.

AND BECAUSE WE ARE WHAT WE DRINK, LET'S MAKE IT COUNT.

THE BLESSED JOY OF A COOL, REFRESHING GLASS OF WATER, IN THE HEAT OF THE DAY OR NIGHT,

HELPS US FEAR LESS, HOPE MORE, HATE LESS, LOVE MORE.

WATER HELPS US RUN, DANCE AND MAKE LOVE.

WATER FIGHTS FATIGUE AND IRRITABILITY,

BRINGS LIFE TO OUR SKIN

AND KEEPS EYES SPARKLY.

WATER SUSTAINS TREES, FLOWERS, FRUITS AND ECO SYSTEMS,

FUELS LIFESTYLES, AND HUMAN GROWTH.

CLEAN WATER IS COOL,

SEXY AND A BASIC HUMAN RIGHT. IT MAKES US

B E A U T I F U L .

OUR PASSION IS TO INNOVATIVELY DREAM,

LIVE AND DELIVER PRISTINE WATER.

THAT'S WHY WE DO WATER LIKE NATURE INTENDED, PURE & SIMPLE.

B L U E W A T E R .

Purer, safer and healthier tap water

Innovated with love in Sweden

Innovation at Bluewater is so much more than just new technology, products or features. For us, innovation is about creating real emotion amongst our customers with products and services which earn their trust, love and respect.

We believe clean water is a human right. That's why we work ceaselessly to create the best water purifiers in the world. Our passion for clean water and delivering highly efficient purification builds upon a deep understanding the problems, needs and desires of our customers.

Our home country is Sweden, the homeland of the Nobel Prizes and a long line of cutting-edge inventions and pioneering entrepreneurs who have actively helped improve how people live their lives. At Bluewater, we believe there is simply no substitute for excellence in sharing our commitment to a better future.

In a market full of inefficient, water-guzzling, unattractive water purifiers, our approach is not about existing to make great products, but rather enhance health and wellbeing by delivering purer, healthier and better tasting drinking water.

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BluewaterPureWater