

## **Dutch start-up turns Amsterdam canal water**

Drinking from the Amsterdam canals. A young watertech start-up makes it possible. Aquablu launches a limited edition Amsterdam Canal water. Drinking water, from the canals.

Aquablu is on a mission to provide safe and clean drinkingwater for everyone - without using PET bottles. The company built smart purification system for the consumer market, which are able to guarantee the quality of the drinking water.

Amsterdam canal water has never been drinkable before. On a yearly base over 60.000 kg plastics, 700 dead animals and 12.000 bikes are fished from the water. Although the quality of the canal water continues to improve - especially during the lockdown - it has never been drinkable before.

### **How it's done.**

Aquablu entered the canals and drew water from the Keizersgracht, Herengracht & Prinsengracht. For the occasion, the purification system was installed in a portable case on a dinghy. The water was pumped out of the canal and purified, mineralized and bottled on the spot. The 50 bottles were distributed to Amsterdammers. Their reactions? "Quite nice, you can't tell it's canal water".

The sustainably bottled bottles are exclusively for sale at the Aquablu webshop (via this link) for a premium price of € 39, - Water full of minerals and Amsterdam spirit, without pollution. Because the systems remove pollutants such as bacteria, viruses, hormones and lead from the water. The quality of the water can be guaranteed thanks to the quality guard that the Aquablu systems contain. 96 parameters check the quality of the drinking water and when this cannot be fully guaranteed, not a drop of water comes out of the tap of the system.

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