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The Open

Unisex

## Commemorative 150th Open Player's Edition Refillable Water Bottle - Blue

£40.00

+ £6.00

UK delivery

Product ID: 27463

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Golf fans can now buy their bespoke, 150th the Open Limited Edition sustainable Bluewater bottles at The Open online webshop

Apr 22, 2022 08:26 EDT

## An Earth Day Bonus: Sustainable, Refillable and now easily available

Stockholm, 22 April, 2022 – Pure drinking water innovator Bluewater has been honoured by The Open - the prestigious golf Championship - selecting a sustainable Bluewater bottle to celebrate its Earth Day commitment to creating a better future for coming generations.

The Open is giving fans of the world's oldest and most international major a perfect way to get involved in protecting the future of the planet by shopping a unique, bespoke 150th commemorative player's limited edition of the

bottle.

In 2019, The 148th Open at Royal Portrush became one of the first major global sporting events to completely remove single-use plastic water bottles. To continue this important work, The 150th Open at St Andrews in July 2022 is giving every player their own refillable water bottle and, for a limited time, fans will be offered a unique opportunity to purchase one as a special souvenir.

The all-new, bespoke 150th Open Player's Edition Refillable Water Bottle, which is in limited stock, are double-walled and insulated with [Commemorative 150th Open Logo Collection](#) branding, and retail for just £40.00 each.

The Open – in partnership with Mastercard, the Official Card of The Open – will donate £1.50 from each sale to the Priceless Planet Coalition, which will be used to plant trees around the world.

The bottles hold impressive credentials:

- Materials: Stainless steel, double-walled and insulated, premium Bluewater refillable bottle
- Capacity: 400ml
- Perfect for hot and cold drinks – keep drinks cold for 24 hours, or hot for 12 hours
- BPA-free
- Dishwasher safe up to 50°C (hand wash recommended)
- Lifetime Bluewater warranty for bottles registered by owners with Bluewater

The Open Water Initiative was originally delivered in collaboration with Bluewater – the leading global innovator in purified drinking water solutions – and continues to raise awareness of global marine plastic pollution. It's also committed to the protection of the world's coastlines – coastlines that are so important and iconic to The Open Championship, which is exclusively played on coastal links courses.

As the perfect investment for anyone attending The Open's return in 2022 to

The Home of Golf, St Andrews, the bespoke water bottles can be filled at the many Bluewater Water Stations installed across the Championship, which offer free, chilled, purified local water. Fans are also encouraged to bring their own reusable bottles to The Open, and to make voluntary donations to the Priceless Planet Coalition at Water Stations, event locations, and online.

“At Bluewater. we are deeply honoured that The Open chose a sustainable Bluewater bottle that we warranty for 100 years if the owner registers the bottle . We applaud The R&A for its environmental initiative and especially how in 2021 it partnered with Mastercard and the Priceless Planet Coalition to utilise The Open Water Initiative as a platform for raising funding support for tree restoration projects around the world,” said Bluewater founder and CEO, the Swedish environmental entrepreneur, Bengt Rittri (photo below).

The unique bottles are available for purchase at The Open shop, <https://shop.theopen.com/150th-open-players-edition-refillable-water-bottle>.

For more information about Bluewater, please contact Dave Noble, Bluewater Head of PR & Communications at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +447785302694

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Founded 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](http://www.bluewatergroup.com)<sup>[1]</sup>

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