



Bluewater hydration stations are a welcome sight for thirsty event fans across Asia and something that will be enjoyed by Asia Tour fans at leading golf tournaments in coming years.

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Bluewater and Asian Tour Tee-Up for Sustainable Hydration

In its pioneering initiatives to help world-class golf organization's green the sport played by millions worldwide, [Bluewater](#), a global water purification and beverage leader, has announced a transformative partnership with the [Asian Tour golf tournament](#).

This collaboration is set to revolutionize hydration practices, enhancing the drinking experience for athletes and spectators across multiple Asian Pacific events while promoting environmental sustainability.

Bluewater will introduce its cutting-edge hydration stations, equipped with the company's proprietary SuperiorOsmosis™ technology, at key tournament locations spanning countries in the Arabian Gulf, China's southern coast, southeast Asia, and North Africa. This advanced system, representing the next generation of reverse osmosis, not only ensures the purest water by removing contaminants ranging from toxic chemicals like PFAS to viruses, bacteria, and microplastics but also operates with significantly less water waste compared to traditional reverse osmosis methods, providing athletes and spectators with the reassurance of superior water quality.

In a significant stride towards reducing environmental impact, the partnership will also feature the provision of sustainable, reusable bottles, aiming to eliminate the reliance on single-use plastic bottles at the events.



“Partnering with the Asian Tour aligns perfectly with our mission to deliver pure water while protecting the planet,” said Mr. Bengt Rittri, Bluewater founder and CEO. An acclaimed environmental entrepreneur, Mr. Rittri, added, “By integrating our advanced purification technology into prestigious sporting events followed by millions of people, we not only enhance the health and well-being of the participants and fans but also set a new standard for environmental responsibility in the sporting world.”

Said Cho Minn Thant, Commissioner & CEO, Asian Tour: “The Asian Tour welcomes Bluewater on board as a Tour Partner in one of our most important areas of event management. With over 40 events across the Asian Tour and the Asian Development Tour, there is a significant amount of water consumed across our events.



“This new partnership aims to gradually reduce our impact on the environment and the communities we visit, and it is in line with our sustainability pillar of being more inclusive towards the triple bottom-line: people, planet, and prosperity – among our members, promoters, and suppliers.

“The message we want to spread is that we will use our best efforts to minimise single-use plastic bottles through this association with Bluewater’s various water solutions.”

Bluewater and the Asian Tour believe that this partnership is not just about hydration but also about setting a precedent for sustainability in sports. They are committed to demonstrating that environmental stewardship and superior water quality can go hand in hand, paving the way for other tournaments to follow. This commitment should inspire all of us to take action towards a more sustainable future.

For more information, contact David Noble, chief communications officer at Bluewater, at david.noble@bluewatergroup.com or call on WhatsApp: [+44 7785 302694](tel:+447785302694).

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

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