



Award-winning FloWater water dispensers see sales rocket in North America in 2022 as consumers seek better quality water and greater sustainability without single-use plastic bottles

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## **Bluewater Announces Record Sales Of Its North American Flowater Brand Water Refill Stations In 2022**

Stockholm, Sweden, February 8, 2023 – Bluewater, the Swedish global hydration solutions and beverage brand, today announced record sales for FloWater Refill Stations across North America in 2022. Bluewater acquired Denver-based FloWater in 2022. FloWater, which also achieved profitability in 2022 as sales rocketed by 60% over the prior year, is led by Co-Founder and CEO Rich Razgaitis.

With more than 10,000 of its new-tech water Refill Stations now in the market, FloWater's rapid growth has paved the way for its full integration into the Bluewater's global portfolio. FloWater will become known as Bluewater North America and serve as a key cornerstone for Bluewater's global growth strategy.

The FloWater brand has become a popular alternative to plastic water bottles, water coolers and fountains and 5-gallon plastic jugs across North America and has saved over nearly half a billion plastic water bottles from oceans, lakes, rivers, and landfills since its launch. FloWater's customers include premier global brands including: Red Bull, Apple, Marriott, Peloton, United Airlines, Warby Parker and Google. Wherever people work, rest and play—at thousands of offices, schools, hotels, gyms and events, new-tech FloWater Refill Stations are transforming ordinary tap water into purified, great tasting drinking water.

During Covid, FloWater pivoted its business and became the leader in providing safe, sanitary drinking water at America's schools, gyms and hotels as they reopened.

Razgaitis commented that. "Throughout Covid, our team stepped up, demonstrating for two incredibly tough years, a radical tenacity to our mission and strategies, along with belief and commitment to each other. With some vital pivots during very complex market conditions, 40 amazing teammates delivered an incredible year that not only generated record sales and profitability, but also accelerated our path to transform a category and fix a broken model of single-use-plastics."

Razgaitis also pointed to Bluewater's commitment to their shared mission of innovation and delivering safe, great-tasting and plastic-free water as critical to FloWater's success. "Bluewater has been steadfast as a true champion of our team and strategy and committed the investment needed at a critical time to make our growth and position as a market leader possible," he said.

Bluewater was founded in 2013 by CEO and Swedish environmental entrepreneur Bengt Rittri, who has built successful air and water purification companies such as [Blueair](#) and [Bluewater](#). Today, Bluewater is a global innovator of market-leading water purification solutions for homes, businesses and public vending at major sporting and other events with sales across Europe, the Middle East, China and Southeast Asia, the United States,

and South Africa.

“Under the leadership of Rich Razgaitis, FloWater has rapidly grown into a leading-edge solution at the forefront of the sustainability movement in North America,” notes Rittri. “They have established themselves as a leader in their market for innovative solutions for water purification. Integrating the FloWater team and its fanatical customer base into Bluewater, creates a powerful engine for building our global platform of solutions.”

PRESS ENQUIRIES: For more information, please contact David Noble, PR & Communications Director at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

## About Bluewater

Bluewater has set its sights on being the world’s most planet-friendly beverage company by innovating disruptive water purification technologies for home, work and play. Providing health-enhancing hydration solutions which are generated and distributed at point of use, combined with reusable stainless steel and glass bottles, allows Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, South-East Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and recognized for its sustainability efforts by numerous other publications. In 2022, Bluewater acquired the U.S. [Flowater](#) water company, based in Denver, Colorado, which sells advanced water dispensers throughout North America that help a wide cross section of businesses efficiently avoid the use of single-use plastic bottles. For more information:

[www.bluewatergroup.com](http://www.bluewatergroup.com) and [www.drinkflowater.com](http://www.drinkflowater.com).

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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)[IG1]

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694