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Bluewater Appoints Fredrik Aminoff as Sales Director EMEA, Readies for Fast-track Global Expansion

Stockholm, Sweden, September 11, 2023 - Bluewater, a world-leading provider of innovative water purification and beverage solutions, is pleased to announce the appointment of Fredrik Aminoff (photo below) as the Sales Director EMEA and other key markets, including Southeast Asia. With this strategic move, Bluewater establishes a solid foundation to extend its market reach and further enhance its industry position.

Based out of the Bluewater head office in central Stockholm, Aminoff brings a

wealth of experience and expertise to Bluewater, having excelled in sales leadership roles across various industries. Before joining Bluewater, Aminoff spearheaded significant growth and drove sales success as the Head of Sales at a multinational air filtration company. With his proven track record of managing high-performing sales teams and forging strong customer relationships, Aminoff is poised to help accelerate Bluewater's sales growth across key markets.

Karin Kruse, President of Bluewater Sweden (photo below), emphasized the importance of Aminoff's role. "We are delighted to welcome Fredrik Aminoff to the Bluewater family. Fredrik Aminoff's appointment as Sales Director is a strategic move that underscores Bluewater's commitment to expanding its global footprint, especially across Europe and the Middle East".

She said his extensive sales experience and understanding of the water purification and beverage industry will be pivotal in Bluewater's ambitious expansion plans.

"With Fredrik spearheading our European and Middle East sales operations, we are confident in our ability to drive new business opportunities, strengthen partnerships, and generate impressive results," Ms. Kruse said.

As the global demand for clean water increases, Bluewater is determined to deliver sustainable, smart, and efficient water purification and beverage solutions to meet the evolving needs of consumers and businesses. Aminoff's appointment aligns with Bluewater's overarching strategy of disrupting the water industry, transforming lives by banishing the need for single-use plastic bottles and safeguarding the planet's precious yet diminishing water resources.

Fredrik's earlier sales roles have encompassed positions as a sales manager in a Sports Marketing Business (ice hockey), a car fleet business (BMW), and VP Sales Europe at QleanAir Scandinavia. Married with two children, he is an avid golf player and enjoys spending time with his family in the Stockholm archipelago in their boat.

For more information, please get in touch with Fredrik directly at fredrik.aminoff@bluewatergroup.com.

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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. Bluewater is on a mission to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation by providing great-tasting purified drinking water generated and distributed at the point of use. 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 has also been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

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