



Niklas Ivarsson has been appointed President of Bluewater North America's Commercial Division HoReCa.

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Bluewater appoints Niklas Ivarsson President Commercial Division (Horeca) at Bluewater USA Inc, Spearheading Brand Re-Launch in North America

Stockholm, Sweden – October 14, 2024 – Bluewater USA Inc, a wholly-owned member of Sweden's [Bluewater Group](#), a global innovator in water and beverage solutions, is excited to announce the appointment of Niklas Ivarsson as President, Commercial Division HoReCa North America. With a 20-year track record in global sales and marketing in the food and beverage and

manufacturing industries, Ivarsson will play a pivotal role in relaunching Bluewater Brand business-to-business operations in the North American market.

Niklas Ivarsson brings broad-spectrum experience in sales and, marketing, and branding roles, with over a decade dedicated to building sales strategies at the territory, regional, and national levels in North America. His previous leadership role as Chief Commercial Officer at Gruppo Cimbali SpA showcased his ability to drive business turnarounds and international expansion. Ivarsson's extensive background includes influential positions at Waring Commercial, Matfer Bourgeat USA, FETCO, and F. Gaviña and Sons, Inc.



“Now is a key time for Bluewater as we prepare to launch the company’s unique Café Station into the North American coffee industry,” said Ivarsson. “I’m stoked to join such an innovative company and be part of this historic moment to shape the foodservice and coffee industry’s view of the way they use water.”

Ivarsson added that in contributing to its growth in this dynamic American market, the Bluewater focus will very much be on delivering service excellence and exceptional value to its partners and trade and consumer customers. He noted that the Bluewater Café Station “is a truly revolutionary commercial integrated water purification and mineralization system innovated to enable professional quality-minded baristas to bring flavors of coffee to new levels of perfection.”

With an educational background in industrial electronics, Ivarsson possesses a diverse skill set in sales management, new business development, customer

service, and product education. His hands-on leadership style and integrity have consistently resulted in profitable sales growth for companies of all sizes.

Bluewater founder and CEO Bengt Rittri said the Bluewater Brand is poised to enhance its presence in North America under Ivarsson's leadership, aligning with a strategic plan to strengthen operational activities and integrate its brand portfolio from coast to coast. "The upcoming launch of Bluewater's innovative offerings for the hospitality industry, including our unique Café Station, underscores the company's commitment to sustainability and quality in the beverage industry," Mr. Rittri said.

Note to Editors:

Bluewater first unveiled the world's most advanced coffee brewing solution at the World of Coffee trade show in Copenhagen, Denmark, in June 2024. The innovative water purification and mineralization system won widespread attention for the way it allows commercial baristas to enhance the flavors of coffee, bringing brews to new levels of perfection.

For more information, please contact David Noble, Bluewater Chief Communications and PR Officer, at david.noble@bluewatergroup.com or [+44 7785 302 694](tel:+447785302694).

About Bluewater Group

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. bluewatergroup.com

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