



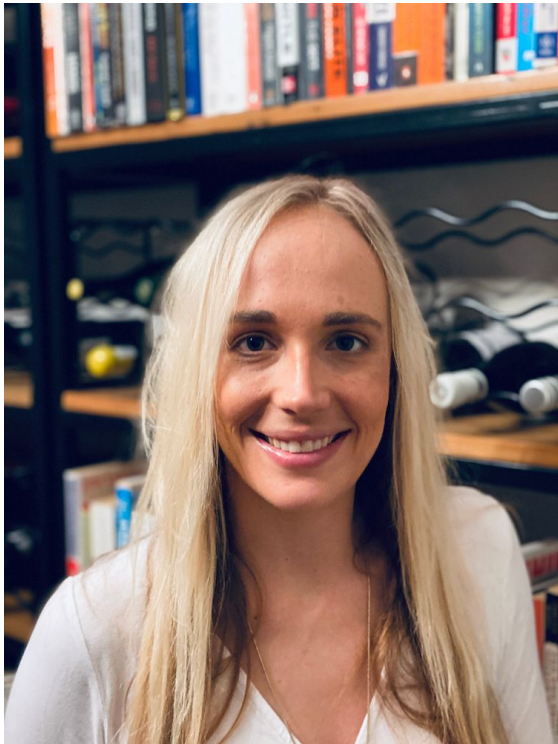
Bluewater pure water dispensers help athletes superpower their performance in gyms around the world by staying properly hydrated

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Bluewater Brings Pure, Plastic-Free Hydration to Thrive by WHX – Africa's Premier Sport & Wellness Expo

Cape Town, September 2, 2025 – Hydration is the first rule of sport and wellbeing. But how we hydrate is changing. At this year's *Thrive by WHX* – Africa's leading sport and wellness exhibition – Swedish water tech pioneer **Bluewater** is stepping in as the Official Hydration Partner, making it easier than ever for over 10,000 athletes, coaches, health enthusiasts, and business leaders to sip clean water without a single plastic bottle in sight.

From 2–4 September, the Cape Town International Convention Centre (CTICC) will host Thrive, the flagship wellness, sport and longevity summit of the World Health Expo. The three-day event brings together global and South African voices across medicine, sport, nutrition, and human optimisation. And this year, Bluewater is making sure no one goes thirsty.



“We know athletes, trainers, and fans all push their limits here,” says Janneke Brasecke, Bluewater South Africa Managing Director. “Our job is simple: keep people hydrated with water that’s not only healthier for their bodies, but better for the planet too. Once you taste and feel the difference, it’s hard to go back.”

Bluewater’s refill stations will be placed throughout the venue – on the competition floor, in VIP lounges, speaker rooms, and expo halls – so visitors can top up their bottles free of charge with purified, great-tasting water. To make it even easier, competitors receive premium stainless steel bottles, and attendees can buy reusable Bluewater bottles to keep refilling long after the expo ends.

Why it matters

- **10,000 people, zero plastic bottles.** Every refill avoids a throwaway bottle – proof that big events don’t have to mean big waste.
- **Water that works as hard as you do.** Bluewater’s proprietary

SuperiorOsmosis™ technology strips out up to 99% of pollutants found in ordinary tap water, from toxic chemicals and heavy metals to pesticides and microplastics.

- **Smarter and faster.** Unlike conventional systems, Bluewater's purification delivers water up to 60% quicker with far less wastewater than competing systems – hydration that's eco-smart and athlete-ready.

Why it matters in Africa

For many South Africans and in many other countries across the African continent, bottled water has become a go-to during droughts and municipal supply issues. But it's costly – to wallets and the environment. Bluewater proves clean, safe water doesn't have to come wrapped in plastic.

Why It Matters in the UAE

The UAE has one of the highest bottled water consumption rates in the world, much of it imported and packaged in plastic. With government initiatives like the UAE Net Zero 2050 strategy pushing for more sustainable lifestyles, Bluewater offers a practical solution: world-class purification technology that makes tap water not only drinkable, but exceptional. By bringing its *SuperiorOsmosis™* technology to Thrive, Bluewater is showing how the Middle East can reduce its reliance on single-use plastic without compromising health or taste.

Hydration at events often ends with bins overflowing with empty bottles. Thrive is rewriting that story. "Filling your own bottle might feel small," says Brasecke. "But multiply that by thousands of people, and suddenly you've changed the culture of how we link wellness and sustainability."

About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world's most planet-friendly water purification and beverage company. The brand has been honoured with two *Fast Company* World Changing Ideas Awards, the K&B Kitchen Innovation of the Year Award, and the 2024 *GOOD DESIGN®* Award. Today, Bluewater hydration solutions power homes, cafés, hotels, venues, and world-class events – delivering safer, tastier water without the plastic waste. www.bluewatergroup.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^[IG1]

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