



Bluewater



Great tasting water from Bluewater that's as pure as nature intended was a recipe for success at the 2018 UCI World Cup series at stunning Stellenbosch on Saturday March 10.

Mar 11, 2018 05:14 EDT

## Bluewater helps keep folks hydrated at world's toughest mountain bike event near Cape Town

Mountain biking enthusiasts from all over South Africa were treated to a sports bike extravaganza on Saturday March 10 in Stellenbosch. And visitors and athletes alike also got to taste water as pure as nature intended without any need to strain scarcity-threatened municipal water reserves or use a throwaway plastic bottle thanks to a unique pop-up water hydration station from [Bluewater](#).

Bluewater was happy to provide pure water to the thousands of people visiting the [2018 UCI World Cup](#) series kicks off at stunning Stellenbosch, the mountain biking mecca of South Africa and a favourite venue for riders from around the world.

Situated only just 50 kilometres from central Cape Town, Stellenbosch, known for its incredible winelands and surrounding mountains with endless mountain biking trails to boast, was an ideal choice to host the start of the 2018 UCI World Cup Series.

The opening race of the season took place on the slopes of the Coetzenburg mountain, in the heart of one of the country's finest universities, the University of Stellenbosch.

The UCI, or Union Cycliste Internationale, is the world governing body for cycling as recognised by the International Olympic Committee (IOC).

The UCI is based in Aigle, Switzerland, and their mission is to develop and promote cycling as a competitive sport, a healthy recreational activity and as a means of transport around the world.

The Bluewater water station helped the event organisers avoid the need to use municipal water in water-scarce Cape Town area as it can turn water normally considered undrinkable into fresh clean water.

Bluewater's unique technology harnesses unique, patented second generation reverse osmosis technology to delivers up to 7,000 liters of pure water per day from a single purifier no larger than an old PC computer tower. And that's a world beating clean water delivery rate that can see a 500 ml water bottle filled in just 7 seconds for still water and 9 seconds for sparkling.

In addition to serving up water as pure as nature intended, Bluewater water stations help battle the need to use single-use plastic water bottles, which usually end up in landfill or our oceans to pose a threat to human and planetary health.

Typically Bluewater event water dispenser systems have the potential to save the use of tens of thousands of plastic bottles at events running over several

day, which is good news for you, for the rest of us and for the planet!

To get a sense for the thrill of the mountain bike racing, check out the event [video](#)

#NoSingleUsePlastics

For more information, please contact David Noble, head of PR and Communication, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

---

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)<sup>[IG1]</sup>

## 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