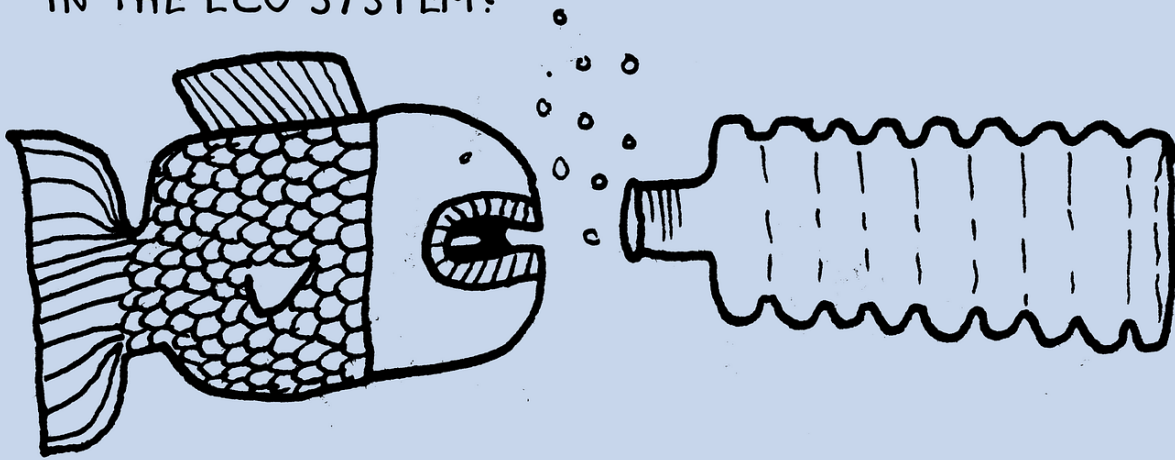




Bluewater

A BLUEWATER PODCAST

WHAT'S YOUR ROLE
IN THE ECO SYSTEM?



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Bluewater Planet Water! Podcast Probes How Events in US and Europe Handle Sustainability

Stockholm, Sweden, November 4, 2022 – [Bluewater](#) has been carving out an impressive reputation for its hydration solutions at sporting events throughout the United Kingdom this year, including hydrating 290,000 fans over an amazing five days at the 2022 British Open in St Andrews, Scotland.

Earlier this year, sustainability-driven Bluewater partnered with like-minded FloWater in the United States in a merger designed to forge a powerful mission driven beverage enterprise that we will jointly nurture into a force

for good for the wellbeing and health of our planet and all living on it.

The two companies both attended the Sports Positive Summit in London at London's iconic Wembley where over 400 movers and shakers from the world of events, festivals and venues gathered to get the latest insights into what shaping the respective industries.

Planet Water host Dave Noble decided to discover what if any differences existed in the way major event organisers in the USA and Europe approached the need to drive sustainability. He spoke to FloWater director of marketing Becky Mickletz, and events partnership manager Braidy McGrath who shared their insights.

Dave Noble said:” Our two companies share many of the same values. We are friendly, innovative doers with a deep commitment to change the world for the better with innovative solutions to deliver fresh drinking water to people and end the need for single use plastic water bottles – especially at major events and festivals.”

Noble noted that there is a growing appetite in sport to achieve more sustainability impetus with a surge in interest in implementing green initiatives.

Broadcast monthly, the Bluewater PlanetWater Podcast engages with top names from the world of water, sports, business, and the environment.

“The podcast’s mission is to provide global audiences with an informative platform around critical issues of water, hydration, health, wellness, and the climate emergency,” said Dave Noble.

You can find the Bluewater podcast on Spotify [here](#), on Apple [here](#) and on Google Podcasts [here](#) as well as on other platforms such as [Acast](#).

If you'd like to learn more, contact Dave Noble, Bluewater Communications Director, at david.noble@bluewatergroup.com or call +44 7785 302 694

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in Q2, 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, ultra-purified and great-tasting drinking water for everyone. Bluewater and FloWater use advanced water purification technology, water refill stations and sustainable bottle solutions to provide a highly clean water; free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other toxins and contaminants.

Bluewater is a water and beverages company and market leader of water purification solutions for homes, businesses and public vending with sales across Europe, the Middle East, China and Southeast Asia, the United States, and South Africa. With production facilities in Sweden and China and assembly operations in the United Kingdom, Bluewater also hydrates the world's leading sporting events, including the British Open.

FloWater, one of the fastest growing, privately-held companies in the US, has installed over 7,500 new-tech FloWater Refill Stations in schools, gyms, offices, hotels and event venues across the US. The FloWater brand has become a popular alternative to plastic water bottles, and has saved over 350 million plastic water bottles from our oceans, lakes and rivers. FloWater's customers include premier global brands including: Red Bull, Apple, Marriott, Peloton, United Airlines, Warby Parker and Google.

Both Bluewater and FloWater have been honored with Fast Company "World Changing Ideas" awards, and been featured by numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

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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