



Bluewater



What's in your coffee? Clean water free of toxic chemicals and metals for a start thanks to Bluewater's highly lauded Cafe Station, which is transforming the work of barista's from Europe to Africa. ...

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Bluewater Reflects on Transformative 2024 and Prepares for a Game-Changing 2025

Stockholm, Sweden – January 1, 2025: Bluewater, a global leader in sustainable water purification and beverage solutions, proudly reflects on a landmark 2024—a year defined by groundbreaking innovation, strategic partnerships, and impactful leadership appointments. The company's mission to eliminate single-use plastic bottles remains at the heart of its success, with 2025 set to build on this momentum in bold and transformative ways.



“2024 was a year of transformative growth and innovation,” said Bluewater founder and CEO Bengt Rittri, one of Scandinavia’s leading ecopreneurs. “From groundbreaking products to strategic partnerships and leadership appointments, we are poised to make an even greater impact in 2025 as we redefine sustainable hydration worldwide.”

Bluewater achieved remarkable milestones in 2024, including the launch of the [Kitchen Station](#), a residential water purification and beverage system enriched with Bluewater’s patented LiquidRock™ minerals. This innovation, which received a prestigious 2024 GOOD DESIGN Award from the Chicago Athenaeum Museum of Architecture and Design, embodies Bluewater’s dedication to creating sustainable, health-driven hydration solutions for everyday life.

In the professional space, Bluewater unveiled the Café Station™ in Sweden, the UK, and South Africa, empowering baristas to craft exceptional beverages using purified water and a patented LiquidRock™ solution while minimizing environmental impact. The product was celebrated as a ‘Best New Product for Cafés’ in 2024 by the UK’s highly-regarded [The Caterer](#) magazine, cementing Bluewater’s role as a trusted partner in the hospitality sector.

Bluewater also introduced the compact, stylish Bluewater Flow Station to markets in Dubai, the UK, and Europe. This public water dispenser sets a new standard for hydration technology in commercial settings, offering businesses and hospitality venues an advanced, on-demand water solution that eliminates the need for single-use plastic bottles.

Strategic partnerships amplified Bluewater's global reach, including collaborations with [ANOC](#) (the Association of National Olympic Committees) and London's renowned Divertimenti cooking school, further showcasing the company's commitment to sustainability and innovation in diverse industries from elite sports to food preparation. And the 2024 America's Cup partnership between the New York Yacht Club entry American Magic Bluewater significantly reduced single-use plastic waste, avoiding the use of over 88,000 plastic bottles during training and competition for the famous Cup in Barcelona, Spain.

To sustain its upward trajectory, Bluewater strengthened its leadership team in 2024. **Alexander Provins** was named Global Head of Sales. At the same time, **Niklas Ivarsson** took on the role of President of Commercial Operations at Bluewater USA, tasked with spearheading the company's re-launch in North America with the Cafe Station. These appointments position Bluewater to expand its impact across key markets in 2025.

"With our mission firmly rooted in sustainability and innovation, Bluewater will continue to revolutionize hydration solutions for home, work, and play in 2025 and beyond," said Mr. Rittri.

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About Bluewater Group: Founded in 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 Group products are available globally to consumers, hotel and catering operations, event and venue organizations, educational institutions, and for public dispensing. Learn more about our purpose-driven mission on our [website](#).

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