



Bluewater

TURN THE TIDE ON PLASTIC FOR A HEALTHIER LIFE

Miljarder av engångsflaskor dumpas i världens hav. Nu finns mikroplaster i maten vi äter och vattnet vi dricker ur kranar eller flaskor. Bluewater och Wonder Women har ingått partnerskap för att bekämpa plastföroreningar och hålla oss friska till både kropp och själ. Bluewater är renat vatten utan föroreningar. Inga otäcka kemikalier, inga medicinska eller farmaceutiska rester, inga mikroplaster.

BLUEWATER. GOOD FOR YOU
AND GOOD FOR THE PLANET.



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Bluewater water bottles help turn the tide on plastic pollution while also delivering pure water to help fight conference fatigue

Sep 30, 2018 09:52 EDT

Bluewater serves up pure clean water for Swedish women entrepreneurs at two- day conference

Stockholm, Sweden, September 30, 2018 – Over one hundred women entrepreneurs and health and business advocacy experts were brought together this weekend in the Swedish university town of Uppsala for two days of networking, inspiration and knowledge sharing.

[Bluewater](#) was also on hand at the two-day event as conference drinking water sponsor to help build awareness about the growing threats to drinking

water quality, not least from micro-plastic pollution of the world's oceans, and the solutions.

"Bluewater's sponsorship of the [Wonder Women](#) conference was a natural commitment as we share the same set of values and want to create the same change – a better society for future generations," said Gustaf Hagström, Sales Manager for the Nordic Region at Bluewater.

Founded in the fall of 2017, Wonder Women is geared to be a key place to be for both existing Swedish women entrepreneurs and those planning to start their own business. The annual conferences run over two days, usually over a weekend, with a broad range of activities designed to share business knowhow and promote a healthy work/life approach.

A cornerstone of the Wonder Women Conference is to promote sustainability. Bluewater contributed with its range of exclusive water bottles made of metal to counter disposable plastic bottles as well as delivering purified water during the day and at the conference dinner in the evening.

Klara-Maria Mach, founder and moderator of Wonder Women, said: "Having Bluewater as a partner was just right for us - water is an incredibly important essence for a good health and successful life".

Gustaf Hagström concurred: "Bluewater water bottles not only help turn the tide on plastic pollution, but also deliver pure water to boot mental and physical energy and help fight conference fatigue".

#NoSingleUsePlastics

For more information, please contact David Noble, Bluewater PR & Communications Director, at 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[IG1]

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