



Bluewater Key Account Manager Nicolas Delgui Kalmert highlights the wide spectrum of Bluewater sustainable water purification and beverage solutions for the UAE and wider Middle East

Oct 07, 2024 02:00 EDT

Bluewater Showcases Innovative Water and Beverage Solutions at The Responsible Hoteliers Summit in Dubai

Dubai, UAE – October 7, 2024 – Bluewater, the leading global brand in sustainable water and beverage solutions, significantly impacted The Responsible Hoteliers Summit held on October 3, 2024, at the Anantara The Palm Dubai Resort. The event gathered hundreds of influential figures from the hospitality industry across the Middle East, all dedicated to enhancing sustainability and innovation in hotel operations.

Highlighting the company's commitment to eco-friendly water purification and beverage solutions, Bluewater Key Account Manager Nicolas Delgui Kalmert delivered an engaging presentation showcasing Bluewater's advanced hospitality sector systems, including:

- **Advanced Bottling Stations:** Tailored for the Horeca industry, these stations allow establishments to efficiently and cost-effectively produce their own bottled water on-site. This significantly reduces plastic waste and boosts their bottom line while offering guests a premium product.
- **Innovative Water Dispensers:** The Bluewater Flow is designed for public spaces within hotels. It provides guests with immediate access to purified, delicious water, thereby promoting sustainability and enhancing the guest experience.
- **World-beating Event Hydration Solutions:** Tried and tested at many of the world's foremost sporting events, such as British Open tournaments and cricket, marathon, and sailing competitions, Bluewater Event Water Dispensing stations and sustainable, reusable bottles eliminate the need for single-use plastic water containers while safeguarding revenue streams for organizers.
- **Game-Changing Mineralization Solutions:** Leveraging Bluewater's proprietary Liquid Rock™ innovation, these solutions allow restaurants to create mineralized water that enhances flavor and health benefits. This aligns with the growing consumer preference for wellness-oriented products and eliminates the need for bottled water.
- **Compact, Hyper-Efficient, Award-Winning Under-the-Sink Water Purifiers:** Ideal for home, work, and play, Bluewater Brand's compact under-sink purifiers bring advanced proprietary SuperiorOsmosis™ water filtration technology into smaller spaces, offering high-quality drinking water on demand without the need for bulky systems and ending the need for single-use plastic water bottles.

"Bluewater is committed to leading the charge in sustainable beverage solutions for hotels, restaurants, and leisure facilities," Nicolas Delgui Kalmert told attendees at the Dubai summit. "For commercial operations, Bluewater products not only address the growing concerns of water sustainability but also enhance the overall guest experience in hotels and

restaurants across the Middle East region.”

Since being founded in 2013 by Swedish ecopreneur Bengt Rittri, Bluewater has worked to deliver innovative solutions to consumers and businesses alike that transform municipal tap water into the purest and tastiest water on the planet, free of contaminants, from toxic chemicals and metals to viruses and bacteria. The brand’s products have been recognized with two Fast Company World Changing Ideas Awards, a Kitchen Innovations Award, and an Envisioneering Innovation and Design Award at Berlin’s international IFA trade show for consumer electronics and appliances.

For more information about how Bluewater can help your business enhance sustainability and guest experience, please visit our [website](#) or contact our team directly. The Responsible Hoteliers Summit was a vital platform for professionals to share insights and best practices on responsible hospitality. Bluewater’s presence underscored the Sweden-based company’s dedication to providing innovative solutions worldwide that benefit businesses and contribute to our planet’s health.

Press Enquiries

For more information, please contact David Noble, Bluewater chief communications and PR officer, at david.noble@bluewatergroup.com or +44 7785 302 694.

About Bluewater Group

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. bluewatergroup.com

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