



The Bluewater 'Wall of Water' at the BMW PGA Championship at the prestigious Wentworth Club, close to London.

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Bluewater's 'Wall of Water Hydration' Solution Helps DP World Tour Reduce Plastic Waste at BMW PGA Championship at Wentworth

[City], [Date] - Bluewater, a leading water purification and beverage company, successfully supported DP World Tour in their sustainability efforts at the BMW PGA Championship held at Wentworth Club in early September. Through their innovative 'Wall of Water Hydration' solution, Bluewater enabled the event to avoid the use of a staggering 19,560 five-hundred ml

plastic water bottles. This significant reduction in plastic waste marks a substantial step towards DP World Tour's commitment to sustainability through its Green Drive initiative.

The prestigious BMW PGA Championship, held at England's beautiful Wentworth Club, attracts not only top golfers but also a very large following of golfing fans.. from around the world Bluewater's impactful contribution aligns with growing public concern about single-use plastic pollution and the need for sustainable alternatives.

Bluewater's 'Wall of Water Hydration' solution provided a novel and easy-to-use way for participants and spectators at the event to stay hydrated without the environmental impact of single-use plastic bottles. The innovative system dispensed purified water into reusable bottles, reducing the reliance on single-use plastic and promoting a circular economy approach.

"Bluewater's 'Wall of Water Hydration' solution provided a novel and super efficient way for participants and spectators at the stunning Wentworth event to stay hydrated without the environmental impact of single-use plastic bottles," said Bluewater chief communications officer Dave Noble.

He noted how Bluewater has embedded sustainability - and ending the need for single-use plastic bottles - in its business mission to develop innovative water purification technologies and beverages for work, rest, and play. A unique feature of the Bluewater 'Wall of Water' is the integrated digital signage option that enables high-visibility messaging, which at Wentworth was put to fantastic use to highlight and support the important work of the Campaign Against Living Miserably (CALM), who are the Official Charity of the BMW PGA Championship.

"DP World Tour sets an inspiring example for golfing organizations across the globe, demonstrating that sustainability can seamlessly integrate into major events without compromising convenience or quality," said Noble.

About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Bluewater is on a mission to break the stranglehold

of single-use plastic bottles and their unnecessary, polluting transportation by providing great-tasting purified drinking water generated and distributed at the point of use. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, Southeast Asia, the Middle East, and Africa. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award and has been recognized for its sustainability efforts by numerous other publications.

<https://www.bluewatergroup.com>

The author generated the text in part with AI and has revised and edited the content.

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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