



Two gold, two silver and three bronze medals were final medal tally for Bluewater-sponsored Swedish swim champ Adam Paulsson (Credit: Magnus Peterson)

Nov 13, 2017 08:21 EST

## Brilliant start for Bluewater partnership with elite Swedish swimmer

Stockholm, November 13, 2017 – The partnership between international premium water purifier brand [Bluewater](#) and elite Swedish swim star Adam Paulsson got off to a raging start a week ago with the 22-year taking no less than seven medals in Sweden's National Swim Championship. Two gold, two silver and three bronze medals were Adam's final medal tally.

Adam said: "I feel great! The results show I'm in competitive shape ahead of

the European Championship in Copenhagen in mid-December. Right now, my body aches and I am mentally tired, but that will change quickly! Of course, it was amazing to finish first twice and get the other medals, but the nationals were only a training race to get ready for what's next."

Adam's goal this year is the European Championships in Copenhagen, but his long-term goal is the Olympics in Tokyo 2020.

"The Swedish tournament was a great rehearsal ahead of the European Championships, which is the highlight competition this season. My plan is to work even harder so I can compete in Copenhagen with a positive attitude and in great shape."

Anders Jacobson, CEO and co-founder of Blue AB, the holding company owning the Bluewater water purifiers company, said: "This successful young star has once again shown that he is heading in the right direction. Bluewater is looking forward to working closely together with Adam to help him achieve his future goals."

For more information, contact Sabina Erlingsson, Bluewater PR & Digital Media Specialist, at +46 709 545 572 or [sabina.erlingsson@bluewatergroup.com](mailto:sabina.erlingsson@bluewatergroup.com)

You can follow Adam Paulsson at [Bluewatergroup.com](http://Bluewatergroup.com) or on his social media channels:

<https://twitter.com/adampaulsson>

<https://www.instagram.com/adampaulsson/>

<https://www.facebook.com/adam.paulsson.3>

---

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](http://www.bluewatergroup.com)[IG1]

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694