



Bluewater mobile water stations are a big, health saving hit at sun-scorched sporting events globally ...

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## Golfers – Stay Cool and Hydrated: Bluewater Champions Fan Wellness as Golf Heats Up Across Europe

Stockholm, Sweden, June 27, 2025 – As summer temperatures continue to rise, golf fans across Europe and North America are gearing up for a thrilling season of their favourite sport. From The Open to the Women's Open and numerous other tournaments, spectators will flock to iconic courses to watch the world's best players compete. But with heatwaves becoming more frequent and intense, hydration has never been more important – whether you're on the green or cheering from the sidelines.

That's where Bluewater comes in. Since 2017, Bluewater's purified, sustainably delivered hydration solutions have become a familiar and welcome presence at top-tier events like the Ocean Race and The Open, golf's original championship organized by The R&A of St Andrews, Scotland. With cutting-edge refill stations and reusable bottles available throughout tournament grounds, Bluewater is making it easier than ever for fans and players alike to stay refreshed, healthy, and environmentally responsible.



“Good hydration is essential – not just for peak performance on the course, but for safety and well-being during long days in the sun,” says Bengt Rittri, Bluewater’s founder and CEO. “As temperatures climb, we want to make sure fans are protected, hydrated, and enjoying the best water possible without harming the planet.”

When temperatures soar into the 30°C-plus range, staying properly hydrated becomes critical – both for comfort and safety. According to the [European Hydration Institute](#) (EHI) and the [Mayo Clinic](#), individuals engaging in outdoor activities in hot weather should aim to drink at least 400–600 ml (about half a litre) of water per hour to compensate for sweat loss and maintain normal body function. For golfers actively playing 18 holes, this means consuming 2 to 3 litres over a typical four- to five-hour round. Spectators, too, are at risk of dehydration from sun exposure and walking long distances, even without intense exertion. Early and consistent hydration is key – don’t wait until you feel thirsty. Bluewater’s easily accessible refill stations make it simple for



fans and players alike to top up their bottles throughout the day, helping them stay cool, alert, and energized from the first tee to the final putt.

What makes Bluewater's hydration stations unique is their patented SuperiorOsmosis™ purification technology. Unlike standard filtration systems, SuperiorOsmosis removes over 99% of contaminants typically found in municipal tap water – including PFAS “forever chemicals” and microplastics – delivering peace of mind in every sip. The water is then enhanced with Bluewater Liquid Rock®, a proprietary mineral blend developed by Bluewater's in-house scientists and sourced from ancient Swedish mountain deposits. The result? Clean, crisp, mineral-rich water that tastes as good as it is good for you.

Bluewater's mobile purification units transform local water supplies into chilled, remineralized, and optionally carbonated hydration on-site – eliminating the need for single-use plastic bottles. This not only supports fan well-being in high temperatures, but also dramatically cuts plastic waste and transport-related emissions, offering a sustainable solution for large-scale events.

Beyond tournaments, Bluewater's impact is growing. Permanent hydration stations have been installed at renowned venues such as St Andrews Links, Pebble Beach in the U.S., and Royal Portrush in Northern Ireland, helping golfers hydrate responsibly year-round.

At events, fans are encouraged to use Bluewater's sleek, reusable bottles, which are lifetime guaranteed and available for purchase on-site. These bottles can be refilled at multiple hydration points – whether you're in the clubhouse, locker room, or out among the crowds – offering a practical and eco-conscious alternative to throwaway plastics.

In partnership with the GEO Sustainable Golf Foundation, a global non-profit championing sustainability in golf, Bluewater is also funding broader environmental initiatives. A portion of each Bluewater bottle sold in the golf market contributes directly to programs aimed at supporting sustainability in, and through, golf worldwide.

As golf's summer season gets into full swing, Bluewater is reminding fans that hydration is more than a convenience – it's a vital part of enjoying the game safely and sustainably.

“With over 60 million golfers worldwide, this is more than a movement; it’s a global shift in how the sport – and its fans – care for themselves and the planet,” says Bengt Rittri. “So as you pack your hat, sunscreen, and favourite team gear, don’t forget the most important companion: your refillable water bottle. With Bluewater by your side, you’re ready to beat the heat – one great-tasting, healthier refill at a time.”

For more information about Bluewater’s innovations and impact, visit [www.bluewatergroup.com](http://www.bluewatergroup.com).

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### About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to be the world’s most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a coveted [2024 GOOD DESIGN® Award](#) from the prestigious Chicago Athenaeum: Museum of Architecture and Design, Bluewater products are available internationally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. Discover how Bluewater empowers businesses and consumers to achieve unparalleled water and beverage excellence [here](#).

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