



Bluewater stands ready to dispense water as pure as nature intended to 52 Super Series crew (credit:@rightformula)

Nov 02, 2021 12:47 EDT

Pure Water, Pure Performance: Bluewater serves up great tasting, purified water to crews and public at final Palma stage of 52 Super Series

Mallorca, November 2, 2021 – A [Bluewater](#) hydration station will be delivering purified water free of contaminants to crews competing in the final leg of the [2021 Rolex 52 Super Series](#) in Palma, Mallorca, November 2 – 6. The water will also be available to help sailing fans watching the exciting super racing yachts duel for glory.

The 52 SUPER SERIES is the world's leading grand prix monohull yacht racing circuit battled out between fast, light, very powerful monohulls that feel more like high performance dinghies. After the short but super-charged season, the winners of the 2021 52 SUPER SERIES title will also be decided over the five days of racing in the waters off Palma.

“Bluewater is incredibly excited to yet again be entrusted with serving purified water free of all contaminants from our unique water station to competing crews and the general public,” said Bluewater PR, Communications and Event Director Dave Noble. He noted that Bluewater has supported the 52 Super Series for the past few years with drinking water served ambient or chilled from a hydration station designed to be transported from event to event to provide water as pure as nature intended.

“Bluewater water purification technologies are designed to remove all known contaminants from chemicals to bacteria for use in homes, hospitality businesses and in public dispensing,” Noble said. “Our large hydration stations are becoming a regular sight at major events and festivals around the world where organisers want to take a stand against the use of the single-use plastic bottles that are polluting our oceans and land masses.”

For more information, please contact David Noble at david.noble@bluewatergroup.com or +44 7785 302694

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]

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694