



Golf fans refilling their water bottles at the 151st Open at Royal Liverpool averted 87,966 single-use 500 ml plastic bottles ending up in landfills and oceans

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## Single-use plastic bottle tsunami averted during The 151st Open at Royal Liverpool – saving nearly 90k bottles from landfills and oceans

Stockholm, Sweden, July 31, 2023 – Sustainability has just scored a major victory at The 151<sup>st</sup> Open held at Royal Liverpool Golf Club by successfully averting the sale and use of tens of thousands of single-use plastic bottles! Thanks to innovative hydration solutions from Sweden's water purification

and beverage innovator Bluewater, golf's oldest and most international Major proved that sustainability can go hand in hand with sporting excellence.

"In a major sustainability win for the planet, the week-long 151<sup>st</sup> Open at Royal Liverpool averted 87,966 single-use 500 ml plastic bottles ending up in landfills and oceans by utilizing our innovative Bluewater hydration stations," said Bengt Rittri (photo below), founder and CEO of Bluewater. The Swedish environmental entrepreneur added that The Open's sustainability triumph showcases how even large-scale events can prioritize ecological responsibility without compromising quality or convenience.

Bluewater's cutting-edge hydration solutions provided golfers, fans, staff, officials, and volunteers with on-site water purifiers and dispensers. By simply refilling their reusable water bottles at conveniently placed Bluewater stations throughout the venue, individuals were quenching their thirst while simultaneously playing a vital role in reducing global plastic waste. With each refill at these eco-friendly hydration stations, eventgoers also actively contributed to minimizing their carbon footprint and protecting our precious oceans from being inundated by more plastic bottles.

"The commitment shown by The R&A sets an inspiring example for future sporting events worldwide who want to champion practical sustainability solutions that delivery real and measurable progress on key global issues," adds Bluewater UK-based events chief Philip Russell. "By embracing innovative and smart water solutions like those offered by Bluewater, we can collectively tackle one of today's most pressing environmental challenges – excessive single-use plastics. Together, the sporting event community can make a real difference by acting as a catalyst for awareness-raising and behavior change."

When it comes to hydration solutions, Bluewater's unique offerings are revolutionizing how we stay hydrated while minimizing our impact on the environment. With its innovative technology and commitment to sustainability, Bluewater has created a unique ecosystem to tackle the issue of single-use plastic bottles head-on at events and venues.

One standout feature of Bluewater's hydration stations is their use of advanced water purification systems. Equipped with state-of-the-art technologies that remove impurities ranging from PFAS chemicals to microplastics from tap water, the Bluewater stations provide purified and

refreshing drinking water on demand, which eliminates the need for single-use plastic bottles and their high-carbon production and transportation.

To complement its range of purified water dispensers, Bluewater also offers a premium range of bespoke refillable bottles made of high-grade materials such as stainless steel and borosilicate glass. The refillable vessels provide the perfect counterpart for event organizers to pair with on-site refilling infrastructure, enabling use across retail merchandise, VIP gifting, and promotional campaigns.

"The great thing about sustainable hydration is that it's accessible to everyone. Whether you're an athlete competing in a high-profile championship or simply someone going about your daily routine, making conscious choices about how you hydrate can make a big difference," said Bengt Rittri.

For more information, please contact David Noble, Bluewater's Chief Communications Officer, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 778 530 2694 (also WhatsApp).

## 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. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping Bluewater to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available to consumers, hotel and catering operations, and event and venue organizations in Europe, the USA, the UK, China, South-East 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>

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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)<sup>[IG1]</sup>

## 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