



Bottles with Nordic noir looks – and also in white, blue and stainless and designed to last a lifetime – from Bluewater of Sweden are now available across the UK (credit: Trygg)

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## **A new water bottle warrantied to last a lifetime and that's eye-catching, easy to use, simple to clean, and planet-friendly launches in UK**

London, June 7, 2021 – An eye-catching new range of eco-friendly stainless steel and glass water bottles marrying top functional performance with great aesthetics, and a lifetime warranty was launched today in the UK by Bluewater, a Swedish company acclaimed for its innovative water purifying

solutions and anti-single-use plastic stance.

Designed to keep drinks hot for 12 hours and cold for 24, the Bluewater bottles are being launched for direct sale to fashion-conscious, environmental-minded British consumers on the Bluewater UK website, <https://www.bluewatergroup.com/uk/product-category/bottles/>

In a world where around 20,000 polluting plastic bottles are produced every second, the Bluewater bottles have been designed and crafted to deliver really good green credentials. Not only do Bluewater stainless steel bottles come with a lifetime warranty, but plastic liners and loops have been replaced with silicone.

In addition, Bluewater is turning its pro-sustainability words into action by collecting one kilo of plastic waste from beaches and seashores around the world for every single Bluewater bottle sold. This is achieved by using a platform that helps take plastic out of the environment using a blockchain alternative to recycling where people are basically paid to return plastic waste to certified recycling centres.

### **Head turning stainless steel**

Available in four contemporary head-turning color options – Deep Blue, Powder White, Just Black and Chilled Steel – at a pocket-friendly price of £35, the new range of insulated stainless steel water bottles are visually stunning with classic form follows function Swedish design. The bottles will keep drinks cold for up to 24 hours or hot for 12 hours and are designed and made to last a lifetime.

The urban sleek, rural rugged bottles boast a slightly larger than normal rounded lip to make it easy to sip from or add fruit to enhance taste – and to clean afterwards. The eco-friendly powder coating ensures a scratch-resistant, condensation-free, low-slip finish.

### **Premium glass for a premium drinking experience**

Proving not all glass bottles are equal, the new Bluewater range offers one delivering amazing quality and value, and designed to complement any individual sense of style. The crystal-clear bottle is crafted from premium Duragrade™ borosilicate glass, which is able to withstand temperatures from -20 up to a boiling 100C.

Versatile and durable, all Bluewater bottles are ideal for trekking, beach life, family picnics, workouts and overall hydration. The bottles deliver odor-free, great tasting water sip after sip, while the BPA-free lid is leakproof, so the contents of your bag will stay dry. A protective no-slip silicone sleeve is complemented by a range of sensitively hued silicon carry loops.

### **40,000 sold in four days**

Bluewater bottles made a first debut at The Open 2019 golf tournament in Portrush, Northern Ireland, where they were used by all the participating global elite players such as **Rory McIlroy**. Around a further 40,000 Bluewater bottles were sold to the general public who could refill their bottle free-of-charge from Bluewater hydration stations in a successful effort to replace the need for single use plastic bottles. The bottles will be on sale again at upcoming golf events this summer, including The Open and The Women's Open, assuming the covid outbreak doesn't interfere.

### **Sustainability is all**

Bluewater founder and CEO Bengt Rittri, a Swedish environmental entrepreneur who has put sustainability at the heart of the brand, said Bluewater wants to convince customers to switch to reuseable bottles to help eliminate the hundreds of millions of plastic bottles produced every year. Most single-use plastic bottles end up in the oceans or landfill and can take hundreds to years to decompose while leaking potentially harmful chemicals into the environment.

"The Bluewater water bottle successfully marries practicality with uber cool Swedish design to make it a must-have BPA-free accessory that is a natural complement to your smart phone and yoga mat," Bengt Rittri said.

"The leak-proof designer bottle not only offers bags of street cred but is also crafted from food-grade stainless steel, gently brushed for a slip-free grip. The screw cap has an eco-friendly silicone seal to halt leaks and there's even multiple coloured silicone loops for the athletically inclined, from runners

and climbers to hikers... and, yes, even window shoppers!”

Bluewater bottles are available now and can be purchased directly from the Bluewater website at <https://www.bluewatergroup.com/uk/product-category/bottles/>

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Bluewater is a world leading, Swedish water purification company with regional sales offices in the USA, China, South Africa and Europe. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company’s patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine, microplastics, and lime-scale. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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