



Bluewater supplies reusable drinks bottles to all members of the ERT Formula E race team

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Bluewater and ERT Formula E Team Continue Sustainability Partnership To Eliminate Single-Use Plastic Bottles

Stockholm, Sweden, 15 January 2024 – Sustainability-focused water purification innovator Bluewater is supplying reusable drinks bottles to all members of the [ERT Formula E](#) race team, both drivers and the support staff who work tirelessly behind the scenes at the factory and during race events. The initiative is poised to eliminate the need for more than ten thousand 500ml plastic bottles during race weeks alone in 2024. although with team members using the bottles throughout the entire year, the impact is expected

to be far more substantial.

The ERT Team says that by adopting Bluewater's state-of-the-art sustainable reusable bottles for the third season in succession, ERT is making another pro-active step towards a plastic-free future. The Bluewater bottles not only align with the team's commitment to sustainability but also embody the spirit of innovation and responsibility that defines the racing industry. The collaboration with Bluewater not only addresses an immediate environmental concern but also reinforces ERT Formula E Team's dedication to inspiring positive change within the motorsport community.

Russell O'Hagan, Deputy Team Principal/Chief Operating Officer – "The renewal of this partnership with Bluewater for the third year is a testament to ERT Formula E Team's unwavering commitment to sustainability. By supplying our team members with reusable bottles, we are not only reducing our environmental impact during race weeks but also making a lasting commitment to eliminate single-use plastics from our daily operations. We believe that small changes can lead to significant results, and this partnership exemplifies our dedication to driving positive change within the racing world and beyond."

David Noble, Bluewater Chief Communications Officer – "Our planet is simply choking on plastic with plastic waste forecast to rise to 1,100 million tonnes by 2050, which is why we've made it our mission to battle the stranglehold of single-use plastic bottles by innovating and bringing to market the water purification, dispensing and sustainable bottle solutions that end the need for single-use plastic water bottles. We are deeply honoured to be bottle supplier of choice for the ERT Formula E Team, who are fully aligned with our planet-friendly mission to deliver a planet-friendly drink that matters."

The 10th Formula E season will see the racing taking place in Diriyah, Sao Paulo, Tokyo, Misano, Monaco, Shanghai, Portland and London, for example.

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About Bluewater:

Founded in 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

About ERT Formula E Team:

The ERT Formula E Team has participated in the ABB FIA Formula E World Championship since its inception and won the inaugural Drivers' Championship title as Team China Racing in 2015. Based at the home of British Motorsport - Silverstone, the ambitious team is committed to challenging the status quo of Formula E and is fast establishing itself as a respected challenger team among the giants of industry.

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The

Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

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