



Jul 25, 2025 03:30 EDT

Bluewater Helps Hydrate Launch of Portugal Invitational, PGA TOUR Champions' Premier New Event in Europe

Vilamoura, Portugal – July 25, 2025 — Bluewater, a global leader in sustainable hydration solutions, proudly supported the official launch of the Portugal Invitational, a new PGA TOUR Champions event set to debut in July 2026 at the iconic Els Club Vilamoura in Portugal's Algarve region.

At the event, Bluewater showcased its compact **Flow™** hydration station, dispensing ultra-purified, contaminant-free water to VIPs, media, and guests. As a pioneer in clean water innovation, Bluewater once again demonstrated

its commitment to enhancing both player and spectator experiences while advancing sustainability in global sport.



“We’re honored to play a part in launching what promises to be one of Europe’s standout senior golf tournaments,” said David Noble, Chief Communications Officer of Bluewater. “Our hydration and beverage solutions are designed to protect human health and the planet—goals that align

perfectly with the values of modern golf.”

A Legacy of Hydrating Global Golf

Bluewater has a long-standing relationship with the golf world, having supported fan and player hydration at elite tournaments such as **The Open Championship** in the UK and the **Volvo China Open** for nearly a decade. Its award-winning water stations have been permanently installed at prestigious golf destinations including:

- St Andrews Links, Scotland
- Pebble Beach Golf Links, California, USA
- Royal Portrush, Northern Ireland

“Our enduring partnerships reflect Bluewater’s mission to eliminate the need for single-use plastic bottles while delivering safe, great-tasting water to millions worldwide”, said Noble.

Technology That Sets a New Standard

Bluewater’s hydration solutions are powered by the company’s proprietary **SuperiorOsmosis™** technology—a revolutionary second-generation reverse osmosis, a system widely recognized as the gold standard in water purification. Unlike conventional solutions, SuperiorOsmosis™ eliminates contaminants, including PFAS chemicals, microplastics, lead, bacteria, and viruses, while minimizing water waste and energy use.

“SuperiorOsmosis™ delivers peace of mind in every drop,” added Noble. “Whether at home or on the 18th green, people deserve hydration that’s clean, safe, and, for the sake of the planet and future generations, sustainable.”

A Sustainable Future for Golf

With sustainability increasingly top of mind in the golf industry, the Portugal Invitational presents a unique opportunity to set new environmental benchmarks for tournaments. Bluewater is proud to partner with organizers who are committed to responsible event practices and long-term change.

Portugal’s Rich Golfing Heritage and the Legacy of Ernie Els

Golf has played a central role in Portugal's tourism and national economy for decades, with the Algarve region—home to over 30 championship courses—consistently ranked among Europe's top golfing destinations. Since the 1960s, the country has attracted golfers from across the world, driving investment, employment, and international visibility. The launch of the Portugal Invitational builds on that legacy and further positions Portugal as a leading host for world-class golf.

The choice of the **Els Club Vilamoura** as host venue also celebrates the incredible career of **Ernie Els**, one of golf's true icons. A four-time major winner with over 70 professional victories worldwide, Els reached the No. 1 world ranking during a storied career spanning three decades. In addition to his on-course achievements, Els has made a lasting impact through his golf course designs and philanthropic work, making him a driving force in shaping the future of the sport.

For more information on Bluewater hydration solutions for sporting venues and events, visit www.bluewatergroup.com. Media enquiries to David Noble, +44 7785 302 694 (mobile/WhatsApp) or david.noble@bluewatergroup.com

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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