



Bluewater has hydrated fans and players alike at golfing and other sporting events around the world since 2018, including at The China Open, The Open, The AIG Women's Open and more, avoiding single-use plastic bottles with its hydration solutions.

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Bluewater Keeps Fans Hydrated and Plastic-Free at Major Summer Events – From The Open to Global Festivals

Stockholm, Sweden, July 17, 2025 – As summer heats up, so do the world's biggest outdoor events—from The Open and AIG Women's Open to music festivals and marathons. And while fans soak up the action, Bluewater, the Swedish water purification innovator, is ensuring they stay safely hydrated – without a single-use plastic bottle in sight.

Since its founding in 2013 by Swedish environmental entrepreneur Bengt Rittri, Bluewater has been on a mission to deliver clean, safe, great-tasting water without harming the planet. The company's advanced water purification systems remove all known contaminants found in tap water, including PFAS, microplastics, lead, and other health-jeopardising substances that pose wellbeing risks.

Bluewater's hydration stations have become a fixture at major global events across Europe, the USA, China, and Africa, including The Open, the AIG Women's Open, and numerous sustainability-focused festivals and sports venues. These stations provide premium-quality water on-site, helping event organizers eliminate the need for single-use plastic bottles and reduce their environmental footprint.



"Hydration should be safe, accessible, and sustainable," said Bluewater CEO

and founder Bengt Rittri. “We’re proud to support world-class events that share our mission to protect both human health and the planet.”

Bluewater’s long-term commitment to hydration excellence extends beyond events. Permanent Bluewater dispensers are now installed at some of the world’s most iconic golf destinations, including:

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

Bluewater installations ensure that golfers and guests stay hydrated year-round, no matter the conditions, with purified, eco-friendly drinking water.

Bluewater, alongside its global subsidiaries – Flowater in the USA and Spain’s Tappwater – has already helped eliminate over one billion single-use plastic bottles from landfills and oceans.

As summer crowds return to golf majors, stadiums, and festivals, discover how Bluewater is leading the hydration revolution with solutions that are simply better for people and the planet.

About Bluewater

Founded in 2013 in Stockholm, Sweden, Bluewater aims to become the world’s most environmentally friendly water purification and beverage company by developing and promoting innovative hydration solutions for home, work, and leisure. Bluewater has received two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and a 2024 GOOD DESIGN® Award from the esteemed Chicago Athenaeum: Museum of Architecture and Design. Bluewater products are available in the UAE and throughout the Gulf Cooperation Council (GCC) region to consumers, as well as to hotel and catering services, event and venue organizations, and educational institutions.

Discover how Bluewater empowers businesses and consumers to achieve unparalleled excellence in water and beverages [here](#).

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<https://www.bluewatergroup.com>

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]

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