



NIO333 race team drivers stay hydrated while signing autographs at the Cape Town BB FIA Formula E World Championship

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Bluewater provides sustainable hydration solutions and water bottles at Cape Town E-Prix, helping to stop the need for tens of thousands of single-use plastic bottles

Cape Town, South Africa, Sunday, 26 February, 2023 -- Bluewater,, the global Swedish water purification and beverage company that is shaping the future of sustainable hydration at the world's foremost sporting events, provided its state-of-the- art hydration stations at the ABB FIA Formula E World Championship held in Cape Town, South Africa on 25 February.

Nine water stations were placed throughout the venue, including branded water stations in the Allianz fan village, enabling spectators to refill water bottles with clean, pure drinking water. Altogether 14,321 liters of water were dispensed (see photo below), eliminating the need for 30,000 500-ml single-use water bottles.

Janneke Brasecke, Bluewater Africa's General Manager, said, "We were thrilled to be part of the Formula E event and to provide spectators with pure, refreshing water refills. On a hot summer's day in Cape Town, a huge number of single-use plastic water bottles have been avoided thanks to our water stations."

Bluewater is also proud to be the official water bottle supplier to the NIO 333 Racing Formula E Team, who share the Bluewater vision of ending the need for single-use plastic water bottles. Bluewater's stainless-steel bottles (see below) are made from premium grade, recyclable sustainable steel and use eco-friendly, non-toxic silicone for cap liners, loops, and the company's unique no spill sports caps.

Russell O'Hagan, Chief Operating Officer & Deputy Team Principal NIO 333 Racing, says: "We are delighted to have partnered with Bluewater for the second year running to provide the team with refillable drinking bottles, supporting us in our aim to eliminate single-use plastic from the team. Sustainability is at the heart of what we do, and the partnership with Bluewater enables us to deepen the positive impact that we have on the environment."

For more information, please contact Bluewater PR and Communications Director Dave Noble at david.noble@bluewatergroup.com

About NIO 333 Racing Formula E Team

The NIO 333 Racing Formula E Team has participated in the FIA Formula E World Championship since its inception, winning the inaugural Drivers' Championship title as Team China Racing in 2015. '333 Racing' partnered with the team in September 2019 and entered Season 6 of the all-electric racing series as the NIO 333 Racing Formula E Team. The new organisation is fully managed and operated by motorsport management company, Shanghai Li Sheng Racing Co. Ltd, and Gusto Engineering in China, while its European subsidiary (Brilliant In Excellence UK Ltd) responsible for research and development, technical support, commercial and marketing is based in

Silverstone, UK. In September 2021, the FIA awarded the team the Three-Star Environmental Accreditation, recognising the team's excellent environmental performance and awareness. <https://www.nio333racing.com/>

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 health-enhancing hydration solutions which are generated and distributed at point of use, combined with reusable stainless steel and glass bottles, allows 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 recognized for its sustainability efforts by numerous other publications. In 2022, Bluewater acquired the U.S. [Flowater](#) water company, based in Denver, Colorado, which sells advanced water dispensers throughout North America that help a wide cross section of businesses efficiently avoid the use of single-use plastic bottles.

<https://www.bluewatergroup.com>

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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