



International yachting hero Dee Caffari signs a sporting partnership with Bluewater

Aug 02, 2018 07:18 EDT

## Bluewater signs a unique partnership with world-leading yachtswoman Dee Caffari as global brand ambassador

Stockholm, Sweden, August 2, 2018 – Bluewater, world leader in innovative drinking water technologies and solutions, today announced a partnership with universally admired record-breaking yachtswoman Dee Caffari, as the company's Global Brand Ambassador. The collaboration means that [Dee Caffari](#) will work closely with [Bluewater](#) to further raise awareness around the ocean plastic pollution issue, how that is linked to drinking water quality and how Bluewater's existing solutions help solve both these major problems.

Commenting on the partnership, Anders Jacobson, Bluewater President and Chief Strategy Officer, said; “Dee Caffari is one of the greatest living sportswomen in history, who I deeply respect for her achievements both on and off the water. She has sailed around the world six times and is the first woman to have sailed single-handed and non-stop around the world in both directions. Our partnership goes beyond sport to champion human ingenuity and innovation to make positive change happen in the world.”

Dee Caffari said; “I am passionate about planetary and human health and totally share the Bluewater commitment to raise awareness about plastic pollution in our oceans and take action to turn the tide on plastic. Bluewater and I share a deep-rooted desire to make a positive impact on the planet by bringing together our mutual creativity, drive and belief that a water without plastics world is achievable.”

Bluewater water technologies and solutions embrace advanced water purifiers, water stations and ancillary products such as eco-friendly re-usable water bottles, all designed to address both the growing problems of access to clean drinking water and the unsustainable way in which water is delivered today. Bluewater harnesses patented second-generation reverse osmosis technology, which uses high-performance membranes to remove salt and practically all other contaminants from water, including lead, chemicals and micro-plastics.

Dee actively works with numerous charities. She is Chair of the [World Sailing Trust](#) and on the advisory board of [A Plastic Planet](#). Dee is also a patron for the charity [Sail 4 Cancer](#) and a proud ambassador for the UKSA. Dee is a presenter and producer for a number of media channels, helping to support and promote female athletes, sport and the environment.

## **Editor notes**

Dee Caffari has sailed around the world six times. She is the first woman to have sailed single-handed and non-stop around the world in both directions and the only woman to have sailed non-stop around the world a total of three times. In 2006 Dee became the first woman to sail solo, non-stop, around the world against the prevailing winds and currents and was awarded an MBE in recognition of her achievement. [www.deecaffari.co.uk](http://www.deecaffari.co.uk)

For more information, please contact, David Noble, Bluewater Public Relations and Communications Director, at [david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com) or +44 7785 302 694

---

Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. 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 and lime-scale. Please visit us at [www.bluewatergroup.com](http://www.bluewatergroup.com)

Follow us for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

## Contacts



### **David Noble**

Press Contact

PR & Communications Director

Public relations and corporate communications

[david.noble@bluewatergroup.com](mailto:david.noble@bluewatergroup.com)

+44 7785 302 694