



Butterfly effort by Swedish swim champ Adam Paulsson (Credit: Magnus Peterson)

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## Bluewater swim champ Adam Paulsson hungry to grind up a gear in 2018, setting sights on more medal wins

*Stockholm, December 21, 2017* – After winning a place in his first ever European Championship swim final in Copenhagen in mid-December, [Bluewater](#) swim champ Adam Paulsson says he's hungry to grind up a gear in 2018 with enhanced training and building further competition experience.

“While I didn’t get the times or medals I was looking for in the Copenhagen

European Championship, I had huge fun and have learnt a lot that will help drive me to achieve my goal of a place in the 2020 Tokyo Olympics,” Adam said. He noted how the European competition was the highlight of the 2017 season with many of the world’s swimming elite competing fiercely for medals and rankings.

Adam says: “Every international championship is a new lesson for me and this time I succeeded in placing in my first European Championship final. This was a great accomplishment even though I didn’t manage the time I was hoping for.”

Anders Jacobson, chief executive at Blue AB that owns the Bluewater Brand, says Bluewater is proud of Adam’s achievements since the company began sponsoring the young Swede in mid 2017.

“Bluewater is on a mission to make the world a healthier, fitter place by providing access to clean drinking water everywhere and Adam is a great role model for younger generations thanks to his focus on fuelling his body with the only the healthiest food and water,” Anders said.

Adam continued: “I look forward to stepping up my game even more in 2018. One competition I look forward to in 2018 is the long-course European Championship in Glasgow, but to be able to compete I have to qualify at the Swim Open in Stockholm, which will take place in April.”

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Bluewater is a world leading water purification company with its global headquarters in Stockholm, Sweden. Bluewater innovates, manufactures and commercializes compact water purifiers 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)

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