



Bluewater



Swedish up-and-coming swim star Adam Paulsson intensifies his efforts to qualify for the European Championships in Glasgow, Scotland, in August 2018.

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Bluewater swim star sets sights on Stockholm Swim Open, a key qualifier for upcoming European Championships

Stockholm, January 31, 2018 – It's pedal to the metal training for Swedish up-and-coming swim star Adam Paulsson, who is sponsored by Sweden's leading global water purification company [Bluewater](#). Adam is aiming for top results at the Swedish Swim Open Championships in the beginning of April, which serve as a qualifier for the European Swim Championships in Glasgow, Scotland, in August.

“I enjoyed a great end of season 2017, collecting seven medals in the Swedish Championships in November and making it to my first ever European Championships final in December.” Adam said. He added that after a short holiday and a training camp in Thailand over the winter holiday, he is now gearing up for full on training period that will get him into peak trim by April’s Swedish swim championship.

“I am going to be working hard on building strength and technique so I will be in peak condition by the early spring. I learnt some valuable lessons at the Copenhagen European Swim meet, which will set the course of my training – and hopefully get me to Glasgow,” he said.

Bluewater top executive Anders Jacobsen says: “We have seen what Adam is capable of as a swimmer with a single-mind focus on getting the results he needs to become an elite swimming champion. He is a great role model for a lot of young people due to his drive and focus on the environment and we’re looking forward to what Adam will show us.”

Bluewater point-of-use water purifiers for homes, businesses and public hydration stations remove harmful substances from drinking water, including toxic metals, lead, chemicals, pesticides, and bacteria. Bluewater’s powerful clean water delivery rate technology and dispensing solutions also help slash the need for single-use plastic bottles that pose a serious environmental threat to the health of the planet and human wellbeing.

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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

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