



Bluewater helped the Volvo Ocean Race save tens of thousands of single-use plastic bottles in the Cape Town Race Village during the December 2017 visit, turning undrinkable water into pure drinking water from crucial hydration stations.

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Bluewater to become Volvo Ocean Race's Official Water Provider, Race Sponsor and Sustainability Program Partner

Stockholm, Sweden, January 3, 2018 – Volvo Ocean Race today named [Bluewater](https://www.bluewatergroup.com), a world leading water purification company, its official water provider during the Race's 2017-18 competition. Bluewater will provide high-quality, 'on-demand' safe drinking water to sailors, and visitors and at Race Villages in Hong Kong, Guangzhou, Auckland, Itajaí, Newport, Cardiff, Gothenburg and The Hague.

Bluewater water purification solutions generate contaminant-free clean drinking water on-demand both at home and for a broad spectrum of commercial and municipal applications from restaurants and hotels to water reuse public hydration stations. Bluewater has already played a big part in delivering clean drinking water for visitors to the [Volvo Ocean Race](#) stopover in [drought stricken Cape Town](#), South Africa.

After years of severe drought, Cape Town was unable to meet public demand for drinking water from municipal sources,. The crisis led to Bluewater harnessing its advanced water purification technologies to reuse non-potable water to generate pristine water from four water stations able to deliver up to 32,000 liters of water per day and thus avoid the use of up to 50,000 single-use plastic bottles.

“Bluewater’s engagement in Cape Town and our ongoing relationship with the Volvo Ocean Race will allow us to showcase how our leading-edge, safe and reliable technology delivers safe drinking water, even from sources previously considered unsafe for human consumption such as grey water,” said Anders Jacobson, co-founder and chief executive of Blue AB, the sustainability-focused holding company that owns Bluewater.

Anne-Cecile Turner, Sustainability Programme Leader for the Volvo Ocean Race, said: “We are delighted that Bluewater has joined the Volvo Ocean Race as our official water provider. Their innovative purified water solution will supply clean drinking water and significantly reduce single-use plastics at all our stopovers.

“By embedding sustainability into every aspect of the race we are committed to maximising our positive impact, minimising our footprint and leaving a valuable legacy that will inspire others to join our campaign for plastic-free, clean seas.”

Bluewater founder, Bengt Rittri, a Swedish environmental entrepreneur, noted that water supplies are critical in many regions of the planet, including advanced countries like the United States and China, and can be contaminated by toxic metals, hormone disrupting chemicals and micro plastics.

“We want to show how our technology can help improve access to clean drinking water as we travel around the planet with the Volvo Ocean Race and

thereby contribute to drastically reducing consumption of single-use plastic water bottles,” Bengt said. He said it was unacceptable that throwaway plastic bottles are shipped from one side of the world to another in their billions, polluting air and ocean environments, the food and water people drink, and, ultimately, human bodies.

Anders Jacobson said working with the Volvo Ocean Race enables Bluewater to leverage the Race’s global platform to address a planet-wide problem at a local level.

“More people attend sporting events than go to business, science or environmental conferences and the Volvo Ocean Race is a huge opportunity to raise awareness around drinking water issues, especially plastic pollution, and demonstrate our existing solutions,” said Anders. He praised the Volvo Ocean Race sustainability program saying it firmly aligned with Bluewater’s own belief ethos that business can be a force for good in society.

“Our mission at Bluewater is to provide access to clean water to everyone, everywhere on the planet. Bluewater believes that human ingenuity can play a critical role in helping to deliver clean drinking water by leveraging existing solutions that can mitigate the plastics threat,” said Anders.

For more information, please contact David Noble, head of PR & Communication, at david.noble@bluewatergroup.com or +44 7785 302 694

About Bluewater

Available in all major international markets including the USA, China and Europe, Bluewater helps people and businesses to benefit from cleaner, healthier tap water generated by the company’s state-of-the-art water purifiers that remove virtually all pollutants, from toxic metals and chemicals to lime-scale. www.bluewatergroup.com

About the Volvo Ocean Race

The Volvo Ocean Race is sailing’s iconic race around the world and the ultimate test of a team in professional sport. More than 2,000 sailors have taken part in 12 previous editions dating back to 1973, when the race began life as the Whitbread Round the World Race. The 2017-18 edition started from Alicante, Spain on 22 October and will finish in The Hague, Netherlands in June 2018. The race course covers 11 legs over 45,000 nautical miles – or

more than 83,000 kilometres – and takes in 12 major cities on six continents.

The Volvo Ocean Race Sustainability Programme, in conjunction with Sustainability Partners 11th Hour Racing, the Mirpuri Foundation and our other main partners, Volvo, AkzoNobel, Ocean Family Foundation and Bluewater is taking action to prevent plastics polluting our seas by maximising our impact at host cities, minimising the footprint of our Race Villages and providing inspiration so we are able to leave a positive legacy for the future health of our oceans. The programme is also a proud supporter of the United Nations Environment's Clean Seas campaign.

For more information please visit:

<http://www.volvooceanrace.com/sustainabilityww>

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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