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## Bluewater's Swedish swim star Adam Paulsson sets new Swedish record and qualifies for the European Championship in Glasgow

Stockholm, April 11, 2018 - Adam Paulsson, [Bluewater](#) sponsored Swedish swim star, has set his sights on winning medals in the upcoming 2018 European Championship in Glasgow this summer after a stunning weekend on home ground that saw him set a new Swedish record and qualify for

Europe's top aquatics event in the Scottish city.

The Swim Open Stockholm competition in the Swedish capital's Erikdalsbadet pool saw Adam pull out all the stops to set a new Swedish record in the 400 meters medley with a time of 4.18.09. That achievement, and good times in the 400 meters crawl and 200 meters crawl events, set Adam up to pitch himself against over 1,000 of the leading stars in **European Aquatics** competing for glory in Glasgow.

"I'm hugely happy with the weekend racing and now I'm going to build a razor sharp focus on doing really well in Glasgow in the 400 meters crawl and 400 meters medley," said Adam. He said he's going to push it hard to build a lasting legacy for the next generation of Swedish swimmers.

"Keeping motivated is about winning and that's why I push myself hard every day - and I intend to go into the Glasgow European Championship with an attacking mindset," said Adam

Anders Jacobson, co-founder of Bluewater holding company Blue AB, says: "Adam has once again proved that he's in great shape, capable of racing his heart out and is well on his way to reaching his long-term goal - to be a medal contender in the Tokyo 2020 Olympics. Bluewater looks forward to see Adam grow, not only as a world elite swimmer but also as a model for younger athletes with his healthy and environmentally friendly lifestyle. "

Bluewater is a world leader in water purification technologies and solutions for homes, businesses and public water distribution systems.

For more information, please contact Sabina Erlingson, Digital Media, Marketing & PR Specialist, on +46 709 54 55 72 or [sabina.erlingson@bluewatergroup.com](mailto:sabina.erlingson@bluewatergroup.com) #NoSingleUsePlastics

Bluewater has signed the UN's Clean Seas Pledge to help slash ocean pollution by single use plastics

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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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