



St Tropez Tennis and Padel Club Manager Benny Rousseau launches a drive against single-use plastic bottles at the club with a purified water dispenser from Bluewater

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Game, Set, Match Against Plastic: St. Tropez Club Serves 100% Pure Water, No Chemicals, No Microplastics

St. Tropez, France – September 10, 2025 – The first fully sustainable drinking water system in a French sports club opened at St. Tropez Tennis and Padel Club in early September, including two filtered drinking water dispensers and personalized plastic-free bottles for members and visitors, eliminating single-use plastic on site, water purification and beverage company Bluewater announced today. The water dispensers were successfully used by players,

staff and fans at the recent [St Tropez ATP Open](#), staged September 15 – 21.



“In a big step for the planet and humanity, the St Tropez club is leading by example by rebelling against the need for single use plastic bottles,” said Bluewater founder and CEO Bengt Rittri, an acclaimed Swedish ecopreneur.

Each year, 600 billion single-use plastic bottles are produced around the world, leaving harmful “forever” chemicals, microplastics and other contaminants in soil and water, including in tap water. In France alone, 8.7 billion liters of water are bottled and consumed each year but only one in two bottles is recycled, according to figures from Paris’ public water utility [Eau de Paris](#).

The new dispensers at St. Tropez Club, made possible by a generous gift from American philanthropists Eric and Wendy Schmidt, harness Bluewater’s cutting-edge SuperiorOsmosis™ technology to remove contaminants and deliver pristine, great-tasting water. Used successfully for the first time at the St Tropez Open ATP tennis tournament initiative reflects Bluewater’s long-standing partnership with Eric and Wendy Schmidt on pioneering sustainability projects worldwide, including The Ocean Race.



“The dispensers served pristine water on demand to help to keep everyone perfectly hydrated while also ending the need for single use plastic bottles,” said club manager Benny Rousseau.

Combined with the refillable bottles from Bluewater available onsite for members and visitors, St. Tropez Club, a cornerstone of tennis and racket sports in the region, will be free of disposable plastic and will serve as an example of how small businesses can join the effort to support healthier people and a healthier planet. One of the new dispensers also uniquely integrates a dynamic digital signage screen designed to share sustainability insights and real-time club updates, further engaging members in the journey toward a cleaner, healthier planet.

Since its launch in 2013, Bluewater has been on a mission to rethink water. The company combines cutting-edge technology with a focus on health and the environment, helping gyms, offices, and sports clubs worldwide eliminate plastic bottles for good.

For more information, interviews, or images, contact:

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About Bluewater

Founded in Stockholm in 2013, Bluewater is on a mission to be the world's most planet-friendly water purification and beverage company. Award-winning and globally trusted, Bluewater delivers innovative hydration solutions for homes, businesses, and events—providing safer, great-tasting water without single-use plastic waste. Discover more at [Bluewatergroup.com](https://www.bluewatergroup.com)

Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. www.bluewatergroup.com^[1]

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