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Making a splash in the swim world. Bluewater partners with emerging Swedish swim star

Stockholm, Sweden, November 2, 2017 – Bluewater, a world leader in water purification technologies, has partnered with one of Sweden’s most accomplished young swim stars, 22-year-old Adam Paulsson. Bluewater’s partnership with Adam signifies the company’s investment in water-based sports and an ongoing commitment to grow sporting interest at all levels.

An athlete with a deep love for swimming since he was aged 6, Adam has represented Sweden in three European Championship and one World

Championship. Throughout his short career, Adam has won numerous gold medals in both junior and senior competitions.

Adam grew up in Borås, in west Sweden, but has made the Swedish capital Stockholm his home for the past few years because it offers the foremost training facilities supporting his drive to win olympic medals. He admits to being fiercely competitive in the water ever since his first competition at the age of seven and says his eyes are set firmly on gaining a medal in the 2020 Tokyo Olympic Games.

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Adam says: "I love pushing boundaries and look for the same commitment in those I partner with. Thanks to their innovation-driven focus on providing access to clean water for everyone around the world and thereby helping to halt the spread of single use plastics, Bluewater is helping push the boundaries for a more sustainable world.'

Anders Jacobson, CEO and co-founder of Blue AB, the holding company that owns Bluewater, said: "Bluewater's breakthrough water purification technology has propelled us to the pinnacle in the premium water purification field and our mission is to provide everyone access to clean water. We are amazed and inspired by the passion and talent that Adam exhibits both in and out of the water, and we are honoured he has chosen to be a partner for us and a role model for other young athletes who care about how they fuel their body with excellent nutrition and drinking water."

#nosingleuseplastics #goadamgo

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

You can follow Adam on his social media channels at

<https://twitter.com/adampaulsson>
<https://www.instagram.com/adampaulsson/>
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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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