



Bluewater



Bluewater gives golfing stars at the 149th Open at Sandwich in Kent, England their own personalised eco-friendly water bottle with their name engraved on the front designed to last a lifetime.

Jul 15, 2021 06:29 EDT

Players competing at The 149th Open Provided with Sustainable, Reusable Bluewater Bottles To Help The R&A Battle Single-use Plastics

Stockholm, Sweden, July 15, 2021 – When the 156 golfing stars from around the world compete in [The 149th Open](#) at Royal St George's, Sandwich in Kent, England, from 11-18 July, they'll be contributing to a more sustainable world by using unique stainless-steel water bottles crafted by [Bluewater](#). The

Swedish water company has presented each player with their own unique personalised bottle with their name engraved on the front designed to last a lifetime and end the need for single-use plastic bottles.

The player's bottles, which additionally uses silicon rather than plastic for the anti-leak linings and easy-carry loops, were delivered to golfers in an eco-friendly box that included special drinking spouts designed for sportspeople. The Bluewater bottles will help players stay properly hydrated by keeping their water chilled for 24 hours. If desired, the bottles can also be used to keep hot drinks warm for up 12 hours.

"We are delighted and honoured that The R&A as organisers of this prestigious annual golfing championship, the world's oldest, selected Bluewater to provide refillable bottles to players, caddies and the general public at The 149th Open," said Bengt Rittri, the Swedish environmental entrepreneur and founder of Bluewater, which has put sustainability at the heart of the company's business mission.

Bluewater is also supplying the unique water stations serving free purified and chilled drinking water to the thousands of golf fans expected to attend the Championship. The stations dotted around Royal St George's golf course and in key public buildings utilise patented purification technology to deliver mineralised water as pure as nature intended without any contaminants such as chemicals.

The players' caddies were also given a Bluewater refillable bottle that weds top functional performance with cool aesthetics and a lifetime warranty. The bottles boast a slightly larger than normal rounded lip to make it easy to sip from or add fruit to enhance taste – and to clean afterwards. The eco-friendly powder coating ensures a scratch-resistant, condensation-free, low-slip finish.

In addition, Bluewater is turning its pro-sustainability words into action by collecting one kilo of plastic waste from seashores around the world for every single planet-friendlier Bluewater bottle it sells. This is achieved using a blockchain alternative to recycling where people are paid to return plastic waste to certified recycling centres.

For more information, please contact David Noble, Bluewater communications director at david.noble@bluewatergroup.com or call on +44

7785 302 694.

Bluewater is a world leading, Swedish water purification company with regional sales offices in the USA, China, South Africa and Europe. Bluewater innovates, manufactures and commercializes compact water purifiers for residential, business and public use that harness the company's patented reverse osmosis technology to remove virtually all pollutants from tap water, including lead, bacteria, pesticides, medical residues, chlorine, microplastics, and lime-scale. www.bluewatergroup.com

Follow us for water-related news on [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater). Journalists and bloggers can follow our press releases and blogs at <http://www.mynewsdesk.com/us/bluewater>. And everyone is welcome to enjoy our themed Bluewater music playlist on spotify at [BluewaterPure Radio](#).

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694