



Bluewater



Bluewater sustainability-focused water stations will be hydrating fans, players and officials at five major championships in the UK and Ireland this summer (photo from 2021's The Open)

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Premier line-up of golfing events to showcase sustainable Bluewater water stations and premium refillable bottle solutions this July and August

Dundee, Scotland, 5 July 2022 -- Bluewater gears up for its busiest ever event season with no less than five top golf championships this summer in Ireland and the UK, including the prestigious [The 150th Open](#) being staged in the Home of Golf, St Andrews, Scotland.

From its newly established UK headquarters in Dundee, Bluewater is providing premium and sustainable hydration solutions to the most prestigious events and venues. Bluewater's iconic water stations serve chilled purified drinking water, enabling smart on-site refilling and therefore making single-use plastic bottles obsolete.

High-flow technologies enable major events and venues to be easily catered for, allowing players, staff, fans, volunteers, and event officials to stay safely and sustainably hydrated. A range of premium stainless steel refillable bottles, fully customisable in branding and colour, complete the offering from the innovation-focused Swedish enterprise committed to driving a revolution in the global beverage market.

"We are looking forward to an exciting event season ahead, helping some of the world's most prestigious sporting events keep their athletes and fans sustainably hydrated no matter how high the temperatures climb," said Bengt Rittri, Founder and CEO of Bluewater.

The event season will open with the JP McManus Pro-Am, taking place at Adare Manor, Co. Limerick in Ireland, and then followed close after by the Genesis Scottish Open in North Berwick, Scotland. At St Andrews, the Home of Golf, The 150th playing of golf's oldest and most international championship - The Open - will then see 18 Bluewater water stations deployed on site, complimented by the unveiling of a totally unique 16-metre long Bluewater "Wall of Water"TM.

The Water Wall will be equipped with 12 individual water dispensers and two high-impact video screens offering an immersive content experience for fans. The installation will enable a near 6,000 litre vending capacity of constantly replenished purified water, powered by Bluewater's patented Superior OsmosisTM technology. Over 290,000 spectators are forecast to attend the landmark staging of the iconic Championship played over the famous Old Course. Bluewater refillable water bottles, which have become a best-selling merchandise item, will be available for sale across the venue.

In 2019 - at The 148th Open at Royal Portrush, Northern Ireland - a collaborative project between The R&A and Bluewater saw The Open become one of the first major global sporting events to completely eliminate single-use plastic water bottles, removing over 120,000 from the Championship. Since 2021, Mastercard - an Official Patron of The Open, has

been the headline sponsor of "The Open Water Initiative", utilising the project to raise funding support for the Priceless Planet Coalition to help combat climate change by restoring forests in Earth's most vulnerable geographies.

The Senior Open Presented by Rolex at Gleneagles, and then the 2022 AIG Women's Open at Muirfield will complete the action-packed summer of top sporting events for Bluewater.

"This is going to be our best ever season since we launched our events business in 2019," said Dave Noble, President of Bluewater's International Events and Venues Division. "We are honoured to have been selected as a solutions provider by such highly respected golf championships, and we are looking forward to showcasing our range of sustainable hydrations solutions on site."

"This is an immensely exciting sporting season, heralding Bluewater's growth into other public arenas to help support event and venue organisers looking for a sustainable water dispensing ecosphere to keep their visitors well hydrated regardless of crowd size, location or weather, while ensuring a sound financial return, said Bengt Rittri."

For more information, please contact Dave Noble at +447785302694 or email at david.noble@bluewatergroup.com.

About Bluewater

Based in Stockholm, Sweden, Bluewater is a world-leading clean drinking water, beverage and sustainable bottle solutions enterprise. Denver, Colorado based FloWater, recognized by Inc. and the Financial Times as one of America's fastest growing companies, was recently merged into Bluewater's global operations. Both companies have been individually honored with Fast Company "World Changing Ideas" awards, and been featured by numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph. For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

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

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