



Bluewater



A Bluewater hydration station helps 2021 Senior Open provide free access to purified water at the Sunningdale, England, course (Credit Getty Images)

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Senior Open Blazes Sustainability Trail at Sunningdale With Unique Bluewater Water Stations and Refillable Bottles To Replace Single Use Plastic

Stockholm, Sweden, July 22, 2021 – The 2021 [Senior Open Presented by Rolex](#) is blazing a sustainability trail by launching a program to eradicate single use plastic bottles at this year's venue, Sunningdale Golf Club in Berkshire about 30 miles (50 kilometres) southwest of London.

Europe's only Senior Major began today with players, caddies and spectators able to access free purified water from special water station sites across the course and refillable stainless-steel bottles from the Swedish hydration solutions company, [Bluewater](#).

“The Senior’s Open Presented by Rolex is making a powerful statement to sports communities around the world that there are sustainable solutions available here and now that can help tackle global pollution and climate change,” said Bengt Rittri, founder and CEO of Bluewater (photo below). A successful Swedish environmental entrepreneur, Bengt founded Bluewater some seven years ago after selling his indoor air purification company Blueair to Unilever.

Bluewater water stations harness patented technology that removes most water contaminants, including EDC chemicals, pesticides, toxic metals, viruses, bacteria, and micro-plastics. Called Superior Osmosis™, the Bluewater technology outperforms traditional reverse osmosis systems, which are widely considered the best technology for purifying water.

Bluewater warrants its stainless steel bottles to last a lifetime and only uses hypoallergenic silicone for leak-stopping fillers and carrying loops. In addition, Bluewater collects one kilo of plastic waste from seashores worldwide for every single Bluewater bottle sold using a blockchain-based platform that sees people paid to return plastic waste to certified recycling centres

“All praise to the organisers of The Seniors Open Presented by Rolex for taking the planet friendly decision to deliver people water as pure as nature intended and halt the need for plastic bottles of water,” added Rittri.

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

About Bluewater

Sweden’s Bluewater innovates, manufactures and markets 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. bluewatergroup.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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