



Bluewater

BLUEWATER™

THE SOURCE OF GOOD

GOOD FOR YOU
GOOD FOR HUMANITY
GOOD FOR THE PLANET



可在此處，
將您的水
壺裝滿潔
淨的礦物

FILL YOUR
BOTTLE
WITH FRESH
MINERALISED
WATER HERE!

此技術
淨化成
健康

By using glass bottles,
please helping us in the
fight against single-use
plastics in our oceans.

的復用
益油均
保護香
Yong
環境。

#NoSingleUsePlastic
Join our movement
www.Bluewater.com

Plastica
環境。



Bluewater water dispenser station have been a big hit among visitors to Volvo Ocean Race Villages, serving chilled still and sparkling water and ensuring the need for thousands of single-use plastic bottles is avoided.

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Sweden's Bluewater opens innovative, unique public water stations delivering free drinking water in Volvo Ocean Race Village in China's Guangzhou

Guangzhou, February 1, 2018 – Bluewater will be turning solutions into actions during the visit by the Volvo Ocean Race to China's historic maritime city [Guangzhou](#) when it showcases its innovative public hydration stations to visitors to the Races' village. [Bluewater](#) is the Official Water Provider, Race

Sponsor and a Sustainability Partner for the Volvo Ocean Race at all its key stopovers.

Two Bluewater drinking water stations will deliver safe, tasty drinking water using the company's unique second-generation reverse osmosis technology to turn public water into cleaner, healthier drinking water by removing most known pollutants such as toxic metals like lead, chemicals and water-borne bacteria and viruses. Bluewater is the brainchild of Swedish environmental entrepreneur Bengt Rittri, who sold his global Blueair air purifying business to Unilever one year ago.

“The 2017-2018 Volvo Ocean Race has set itself the mission to campaign against plastics pollution of the oceans, which squares with our own commitment at Bluewater to provide clean water to everyone and slash the need for single-use plastic bottles,” said Anders Jacobson, co-founder and CEO of Blue, the sustainability-focused holding company that owns Bluewater.

Jacobson said Bluewater's powerful clean water delivery rate technology and unique dispensing solutions help people at home, work and in public spaces enjoy safer, cleaner drinking water.

“A point-of-use Bluewater water purifier such as the [Bluewater Pro](#) model removes practically all known harmful contaminants such as lead, pesticides and bacteria from practically any water source, harnessing patented second-generation [SuperiorOsmosis™](#) technology that ensures unmatched purification efficiency, operating capacity and service life while delivering up to 8,000 liters of water a day from the tap, said Bluewater China manager Laurence Dai.

Anne-Cecile Turner, Sustainability Programme Leader for the Volvo Ocean Race, said: “By supplying clean drinking during the Guangzhou stopover, Bluewater are helping us to reduce the impacts single-use plastic bottles are having on the health of our Oceans.

“Through the sustainability measures implemented during Race stopovers, in places such as Guangzhou, we are making a significant impact and along with Bluewater, hope to leave a valuable legacy.”

Anders Jacobson notes that modern lifestyles have created a vicious cycle, where, rather than addressing water treatment and infrastructure, people have normalized the use of single-use plastic bottled water for much of their water intake, which creates a huge waste stream that further pollutes the compromised water supply. Studies show only nine percent of single-use plastic is recycled globally, and a study from Orb Media in the USA found that 93 percent of U.S. tap water contains plastic strands, or micro-plastics.

“Halting the vast tide of plastic demands leveraging human ingenuity on a massive scale. Bluewater has already started that journey by providing water purification and delivery solutions that deliver unmatched powerful delivery flow of water at point-of-use that also helps slash the need for the plastic bottles threatening human and planetary health”, said Anders Jacobson.

#nosingleuseplasticbottles #nosingleuseplasticbottlesHK

About Bluewater

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 <http://www.bluewatergroup.com>.

About the Volvo Ocean Race

The Volvo Ocean Race is sailing’s iconic race around the world and the ultimate test of a team in professional sport. More than 2,000 sailors have taken part in 12 previous editions dating back to 1973, when the race began life as the Whitbread Round the World Race. The 2017-18 edition started from Alicante, Spain on 22 October and will finish in The Hague, Netherlands in June 2018. The race course covers 11 legs over 45,000 nautical miles – or more than 83,000 kilometres – and takes in 12 major cities on six continents. The Volvo Ocean Race Sustainability Programme, in conjunction with Sustainability Partners 11th Hour Racing, the Mirpuri Foundation and our other main partners, Volvo, AkzoNobel, Ocean Family Foundation, Stena Recycling and Bluewater is taking action to prevent plastics polluting our seas by maximising our impact at host cities, minimising the footprint of our Race Villages and providing inspiration so we are able to leave a positive

legacy for the future health of our oceans. The programme is also a proud supporter of the United Nations Environment's Clean Seas campaign. For more information please visit: <http://www.volvooceanrace.com/sustainability>

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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](#).

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