



Bluewater water dispensing stations equipped with a digital signage screen not only deliver pristine water but also serve as a key messaging platform at venues and events.

Sep 24, 2025 06:08 EDT

## Sweden's Tierp Arena launches sustainable water partnership with Bluewater

Stockholm, Sweden, September 24, 2025: Tierp Arena, one of Northern Europe's largest motorsport venues located 120 km from Stockholm, today announced a new partnership with Swedish water purification and beverage company Bluewater to deliver sustainable hydration solutions at its events. The collaboration marks a major step in reducing single-use plastic bottles while ensuring visitors have access to premium-quality drinking water.



As part of the initiative, an advanced Bluewater hydration station will initially be installed at the venue, offering ultra-purified water for fans to refill their own reusable bottles. The arena plans to install a number of the water stations, some of which will uniquely feature digital signage screens showing live event information and environmental updates, creating an interactive and sustainable experience for visitors.

Bengt Rittri, founder and CEO of Bluewater, said the partnership reflects both urgency and possibility:

“I grew up in Sweden drinking straight from streams and lakes, and I want future generations to have that same experience of clean water. By teaming up with Tierp Arena, we’re showing that sport can lead the way in slashing plastic waste while providing people healthier, better-tasting water. It’s a simple idea with a big impact.”

Nicklas Karlsson, CEO of Tierp Arena, emphasized the venue’s responsibility to set an example:

“We welcome tens of thousands of fans every year, and we know every decision we take makes a difference. Working with Bluewater allows us to cut single-use plastics dramatically while offering our guests a top-class water experience. This is a milestone in our sustainability journey.”

The partnership will launch at the Swedish Drifting Championship Finals (Drifting SM Final) on September 26–27, which will also feature a music festival at the arena.

Mikael Johansson, Secretary General of the Swedish Automobile Sports Federation (SBF/FIA), welcomed the collaboration:

“Venues like Tierp Arena are more than racetracks – they’re gathering places for our communities. This initiative shows how motorsport can take concrete steps towards sustainability and set a benchmark for others to follow.”

The initiative underscores a shared commitment between Tierp Arena, Bluewater, and the Swedish motorsport community to create more sustainable live events while protecting the planet.

### *Notes for Editors*

Drifting is a fast-growing motorsport where drivers intentionally oversteer to cause the rear wheels to lose traction, making the car slide sideways through a corner. Unlike traditional racing, which focuses on speed and the fastest lap times, competitive drifting is a judged sport that emphasizes style, control, and precision.

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### About Bluewater

Founded in Stockholm in 2013 by Swedish ecopreneur Bengt Rittri, Bluewater is on a mission to be the world's most planet-friendly water purification and beverage company. Award-winning and globally trusted, the company delivers innovative hydration solutions for homes, businesses, and events around the world – providing safer, great-tasting water without single-use plastic waste. Discover more at [Bluewatergroup.com](https://Bluewatergroup.com)

### About Tierp Arena

Tierp Arena is a modern multi-purpose arena located near the town of Tierp in central Sweden, about 120 kilometers north of Stockholm. The arena features a world-class drag racing and regularly hosts FIA International drag racing competitions. With top-quality design and technology, it is considered one of the fastest and best drag strips in Europe. In addition to drag racing, Tierp Arena includes a 2.51 km long asphalt racetrack used for circuit racing, track days, and driving experiences. This makes it a popular destination for both professional racers and motorsport enthusiasts. But Tierp Arena is more than just a racing venue. It is a multi-arena designed to host a wide variety of events. Throughout the year, it is used for Music festivals, Concerts, Sports events, Exhibitions, Car meets and Private and corporate events. With a spectator capacity of around 20,000 people, the arena has modern facilities including grandstands, paddocks, hospitality suites, and event areas that can be adapted for different purposes. Tierp Arena plays an important role in both Swedish motorsport and the entertainment industry, attracting visitors from

across the country and abroad. Its flexibility and size make it one of the most unique venues in Scandinavia.

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Founded 2013 in Stockholm, Sweden, Bluewater has set its sights on being the world's most planet-friendly water purification and beverage company by innovating and marketing disruptive hydration solutions for home, work, and play. Bluewater products are available globally to consumers, hotel and catering operations, event and venue organizations, and educational institutions. [www.bluewatergroup.com](http://www.bluewatergroup.com)[IG1]

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