



Bluewater



Bluewater provides unique vending solutions for major events seeking sustainable ways to end the need for single use plastic bottles (Photo D Noble)

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## The R&A averts need for around 100,000 single-use plastic water bottles with unique sustainability model at The 149th Open, harnessing Bluewater water stations and bottles

Stockholm, July 20, 2021 – A unique combination of water stations and refillable water bottles from Sweden's [Bluewater](#) helped The R&A, golf's governing body and organiser of [The Open](#), avert the need for around

100,000 single-use plastic water bottles at The 149<sup>th</sup> Open at Royal St George's in Sandwich, Kent.

The water stations delivered free purified water on demand to visitors who were notified in advance that no single-use plastic bottles of water would be sold to the public during the prestigious championship. Instead, visitors were encouraged to bring their own containers or purchase Bluewater refillable bottles on site that were made of sustainable stainless steel, and utilising silicone rather than plastic for anti-leak fillers and carrying loops.

“This was the second time in succession we have helped The R&A to fulfil their sustainability mission by providing unique water stations and bottles to help show there are viable alternatives for major events to avoid single-use plastic water bottles,” said Bluewater founder and CEO Bengt Rittri, a Swedish environmental entrepreneur.

Rittri noted the water stations dispensed a total of 48,400 litres of free purified water over the four days of The 149<sup>th</sup> Open, which is equivalent to around 100,000 standard 500 ml plastic bottles of water.

Players competing in The 149<sup>th</sup> Open were also presented with their own name personalised refillable Bluewater bottles, keeping their water chilled for 24 hours. If desired, the bottles can also be used to keep hot drinks warm for up to 12 hours.

Each stainless steel Bluewater bottle comes with a lifetime warranty. Bluewater also collects one kilo of plastic waste from seashores around the world for every single planet-friendlier Bluewater bottle it sells, 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](mailto:david.noble@bluewatergroup.com) or call on +44 7785 302 694. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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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](http://www.bluewatergroup.com)

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