



Hydrating properly with healthy, purified Bluewater from a sustainable bottle at Volvo China Open 2024

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The Volvo China Open achieves a monumental victory for the environment, steering clear of a staggering 350,000 single-use plastic bottles

The Volvo China Open and Sweden's water purification and beverage innovator [Bluewater](#) forge a one-of-a-kind alliance at the 2024 tournament, resulting in the avoidance of over 350,000 five-hundred milliliter single-use plastic bottles of water during the event at the Shenzhen Hidden Grace golf course. This pioneering collaboration allowed the tournament organizers to provide a record-breaking number of Chinese golf fans with access to clean

water served ambient, chilled, sparkling or warm from over 21 state-of-the-art water stations.



“Players, staff, and visitors alike played a key role in redefining sustainable hydration at sporting events by ensuring throwaway plastic water bottles didn’t make the cut at the 2024 Volvo China Open,” said Bluewater founder and CEO Bengt Rittri. Located at key locations around the golf course, including on tees and in catering, training, and VIP areas, the Bluewater hydration stations dispensed over 175,000 liters of purified and mineralized drinking water warranted free of all contaminants from toxic chemicals to viruses.

Speaking at a news conference, Volvo China Open event chairperson Ms. Zhao Qin expressed the tournament’s commitment to setting new standards in de-plasticizing sporting events in China. She stated, “Together with Bluewater, we are not just delivering a great sporting event and high-quality hydration, but also promoting the sustainable development of golf in China and protecting our planet for future generations.”

“Over the past seven years or so, Bluewater has developed and evolved ground-breaking water purification and beverage dispensing solutions that help event and venue organizers around the world adopt eco-friendly practices,” said Bengt Rittri, an acclaimed Swedish environmental entrepreneur.



Noting Bluewater’s vision is to provide access to clean water to people at home, work, and play without compromising the environment, Rittri added that by prioritizing health, sustainability, and innovation “Bluewater is committed leading the way in environmental stewardship within the sports industry”. Bluewater solutions today are trusted to supply purified water to mass audiences by some of the world’s leading sporting and other tournaments and organizations, ranging from golf. to motor racing, marathons, beach soccer, cricket, and even United Nations COP climate change conferences.

Media inquiries: Please contact David Noble, chief communications officer, at david.noble@bluewatergroup.com

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^[IG1]

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