



Volvo China Open returns to Asian Tour as International Series event and partners with Bluewater to end the need for single-use plastic bottles

Nov 01, 2023 04:55 EDT

Volvo China Open Returns with Stellar Player Field and Plastic Bottle-Free Environment Powered by Bluewater Hydration Solutions

SHANGHAI, November 1, 2023 – The highly anticipated Volvo China Open is back, showcasing a star-studded player field while now also proactively reducing environmental impact through an innovative new program with Bluewater to eliminate single-use plastic water bottles on site. [Bluewater](#), a leading provider of innovative water purification solutions, will ensure safe,

healthy hydration for players, fans, and staff throughout the tournament without contributing to plastic waste.

The Volvo China Open, the longest-running professional golf tournament on the Chinese mainland and one of Asia's premier golf events is known for drawing elite players from around the globe. This year's edition promises to be no exception, with 144 renowned golfers such as England's Matt Killen, Hong Kong's Matthew Cheung, Saudi Arabia's Othman Almulla, Sweden's Albin Johansson, and local Chinese stars such as Zhang Lianwei and Kuang Yang confirmed to participate.

However, apart from the stellar player line-up, this year's Volvo China Open at the [Hidden Grace Golf Club, in Shenzhen](#), stands out for its commitment to sustainability. In collaboration with Bluewater, the event organizers have taken a bold step by eliminating single-use plastic bottles from all tournament activities. Instead, Bluewater will provide its state-of-the-art water refill and hydration solutions, ensuring access to clean, healthy, and locally purified drinking water for players, staff, and spectators.

The decision to go plastic bottle-free aligns with Bluewater's mission to provide sustainable alternatives that minimize environmental impact. With the global plastic pollution crisis reaching alarming levels, Bluewater offers a reliable solution that reduces plastic waste in landfills and oceans, safeguarding the planet for future generations.

“Bluewater is proud to contribute to the Volvo China Open's efforts towards a more sustainable future. By eliminating single-use plastic bottles, the event sets an inspiring example for other sports tournaments to follow”, said Bluewater founder and CEO Bengt Rittri (photo below), one of Sweden's foremost environmental entrepreneurs. Mr. Rittri said Bluewater's commitment to innovation and eco-conscious solutions will continue to drive positive change in fostering a sustainable sports industry.

The Volvo China Open, scheduled from November 2 - 5, promises thrilling golf action and signifies a significant milestone in environmental stewardship in China, where interest in golf has surged recently. Apart from providing its refill stations, Bluewater will also provide bespoke, re-useable stainless steel water bottles to players and caddies. Fans, too, will be able to purchase Volvo China Open branded sustainable bottles for their personal use and to keep as souvenirs of what promises to be an epic golf tournament.

The Bluewater involvement builds on the company's already strong presence in the golf industry, with the Swedish innovator being selected to deliver on-site hydration solutions at The Open and AIG Women's Open for 2023 – 2025. Bluewater has also delivered solutions for several DP World Tour events, including the 2023 BMW PGA Championship at England's prestigious Wentworth Club. Bluewater was recently appointed as the Official Hydration Supplier to St Andrews Links, the Home of Golf, in Scotland.

Mr. Rittri said: "Bluewater urges everyone, from media, influencers, and consumers to golf players and sustainability champions, to support our mission to provide hydration alternatives halting the need for single-use plastic bottles and their transportation and raise awareness about the importance of reducing plastic waste in sports and beyond."

Follow Bluewater's social media channels on [Instagram](#), [Facebook](#), [Twitter](#) and Wechat (Search ID: Bluewater) for updates and live coverage of the Volvo China Open.

About Bluewater

Bluewater has set its sights on being the world's most planet-friendly beverage company by innovating disruptive water purification technologies for home, work, and play. Providing drinking water generated and distributed at the point of use, combined with reusable stainless steel and glass bottles, is helping to break the stranglehold of single-use plastic bottles and their unnecessary, polluting transportation. Bluewater products are available globally to consumers, hotel and catering operations, and event and venue organizations. Bluewater has been honored with two Fast Company World Changing Ideas Awards, a K&B Kitchen Innovation of the Year Award, and has been recognized for its sustainability efforts by numerous other publications. www.bluewatergroup.com

Media Contact:

Dave Noble, Chief Communications Officer,

M: + 44 (0)7785 302694 Email: david.noble@bluewatergroup.com

About Bluewater and FloWater

Stockholm-based Bluewater and Denver, Colorado-based FloWater merged in early 2022, and share a mission of innovating solutions for eliminating single-use plastic water bottles and providing access to safe, purified and great-tasting drinking water for everyone. With their beverages, advanced water purification tech, water refill stations and sustainable bottle solutions, Bluewater and FloWater provide water free of heavy metals, 'forever chemicals' (PFAS), bacteria or viruses, microplastics and other contaminants to consumers, business, schools and large-scale sports events globally. Both Bluewater and FloWater have been honored with *Fast Company* "World Changing Ideas" awards, and featured in numerous leading media, including CNN, Forbes, Inc., The Hollywood Reporter, The Financial Times, and The Daily Telegraph.

For additional information, visit www.bluewatergroup.com and www.drinkflowater.com

Follow Bluewater 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](#).

Contacts



David Noble

Press Contact

PR & Communications Director

Public relations and corporate communications

david.noble@bluewatergroup.com

+44 7785 302 694