



The pe3rfect cup of coffee delivered every time thanks to Bluewater's revolutionary water purification and remineralisation tech for professional baristas....

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Blue Reflects on Bluewater's Landmark Achievements in 2024 and Plans for a Transformative 2025

Stockholm, Sweden – January 2, 2025: Blue AB, the holding company behind Bluewater, a global leader in sustainable water purification and beverage solutions, is pleased to report that Bluewater enjoyed a remarkable 2024—a year that showcased groundbreaking innovation, strategic partnerships, and impactful leadership appointments. Bluewater's mission to eliminate single-use plastic bottles remains central to its success, and 2025 is set to build on

this momentum in transformative ways.



“2024 was a year of transformative growth and innovation for Bluewater,” said Blue founder Bengt Rittri, a leading Scandinavian ecopreneur who also heads the Bluewater organization as CEO. “From groundbreaking products to strategic partnerships and leadership appointments, Bluewater is positioned to make an even greater impact in 2025 as it redefines sustainable hydration worldwide.”

Key Achievements in 2024

Among Bluewater's achievements, the launch of the **Kitchen Station** stood out as a game-changer. This home water purification and beverage system, enriched with patented **Liquid Rock minerals**, earned the prestigious **2024 GOOD DESIGN Award** from the Chicago Athenaeum Museum of Architecture and Design. It reflects Bluewater's commitment to sustainable, health-driven solutions for everyday hydration.

In the professional sector, Bluewater unveiled the **Café Station** in Sweden, the UK, and South Africa. This innovation empowers baristas to craft premium beverages using purified water while reducing environmental footprints. Recognized as the '**Best New Product for Cafés**' in 2024 by the UK's *The Caterer* magazine, the Café Station further solidified Bluewater's reputation in the hospitality sector and will be launched in North America during the first quarter of 2025.

Expanding its reach in commercial markets, Bluewater introduced the sleek **Flow Station** to Dubai, the UK, and Europe. This compact public water dispenser redefines hydration technology for businesses and hospitality venues, delivering on-demand purified water and eliminating the need for single-use plastic bottles.

Strategic Partnerships

Bluewater's 2024 success was amplified through influential collaborations, including partnerships with **ANOC (Association of National Olympic Committees)** and London's prestigious **Divertimenti cooking school**. The brand also played a pivotal role in the **2024 America's Cup** through its partnership with the New York Yacht Club's American Magic team with Bluewater's solutions helping crew and staff avoid the use of over 88,000 single-use plastic bottles during training and competition, significantly reducing plastic waste in Barcelona, Spain.

Strengthening Leadership

To sustain its upward trajectory, Bluewater made critical leadership appointments. **Alexander Provins** was named **Global Head of Sales**, while **Niklas Ivarsson** was appointed **President of Commercial Operations at Bluewater USA**, tasked with leading the company's re-launch in North America. These strategic appointments ensure Bluewater is poised for continued growth and market expansion in 2025.

“With its unwavering focus on sustainability and innovation, Bluewater will continue revolutionizing hydration solutions in 2025 and beyond,” said Mr. Rittri.

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About Bluewater Group

Founded in 2013 in Stockholm, Sweden, Bluewater is on a mission to become the world’s most planet-friendly water purification and beverage company. The company innovates and markets disruptive hydration solutions for homes, workplaces, and public spaces. Bluewater’s products are available globally to consumers, hospitality operators, event organizers, educational institutions, and public venues. Learn more about Bluewater’s purpose-driven mission at <https://www.bluewatergroup.com>.

About Blue

Headquartered in Stockholm, Sweden, Blue is an investment company that serves as a catalyst for innovations that can solve some of the major challenges facing our planet and all living on it. Blue’s mission is to find, engage with, invest in and support entrepreneurs, innovators and businesses driven by the desire to deliver tangible, sustainable solutions that can benefit human wellbeing and planetary health.www.blueab.se

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