

## STRATEGIC PARTNERSHIP BETWEEN BLUE WATER AND PIPA



Didier Perez (left), founder and CEO of Indonesia's PT PIPA, and Bengt Rittri (right), founder and CEO of Bluewater, sign their strategic partnership in Jakarta

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## Bluewater Strengthens Presence in Southeast Asia Through Strategic Partnership With Indonesian Company PT PIPA

Jakarta, December 8, 2023 – Leading international water purification and beverage group Bluewater today proudly announced a strategic partnership with [Pt Pran Indo Permata Abadi](#) (PT PIPA), a prominent Indonesian water sustainability engineering company. This strategic merger reinforces

Bluewater's position in Indonesia and cements its stature as a critical player in the Southeast Asian market. With the undisclosed sum agreement, both Bluewater and PT PIPA stand to reap long-term benefits from this collaboration.

"Bringing PT PIPA into the global Bluewater family opens up new avenues for growth and expansion for the Bluewater group across multiple key sectors, from hospitality and tourism to public dispensing," said Bengt Rittri, Bluewater founder and CEO.

One of Sweden's foremost environmental entrepreneurs, Mr. Rittri said that by tapping into PT PIPA's extensive local infrastructure and market knowledge, Bluewater aims to establish a stronghold in Indonesia quickly. He added that the partnership will also enable Bluewater to leverage PT PIPA's existing customer base and distribution network, providing an instant boost to market penetration.

In addition to strengthening its position in Indonesia, this partnership presents Bluewater with an exciting opportunity to further consolidate its presence in Southeast Asia. With a growing demand for safe and clean drinking water in the region, Bluewater's advanced water purification solutions and innovative beverage offerings are set to impact the market significantly. By combining their expertise, Bluewater and PT PIPA can effectively address the region's water challenges while providing sustainable, high-quality products to consumers.

Founded in 1998 by Mr. Didier Perez, PT PIPA is one of Indonesia's most resilient and top-rated water sustainability engineering corporations. It explores, designs, implements, and communicates solutions, especially within the hospitality and tourism sector, with clients including Accor Hotels, Marriott, Tauzia Hotels (now Ascott Group).

PT PIPA has twice been named Best SME by the Indonesian Business Council on Sustainable Development (2012-2016). Their partnership with Mercure Hotel Ancol-Jakarta was awarded the "Green Hotelier of the Year 2019", a worldwide competition organized by the London-based International Tourism Partnership. PT PIPA's first integrated bottling plant project for ACCOR Hotel in Indonesia was awarded the "World Travel Market 2022" Gold medal and was spotlighted as an Innovation by "Sea of Solutions", a UNDP initiative to fight ocean plastic pollution co-financed by the Government of Sweden.

Didier Perez has regularly contributed to Indonesia's effort to strengthen its water security and will be one of its strongest advocates during the World Water Forum in Bali in May 2024.

CEO Didier Perez expressed his confidence in the partnership. He said: "the partnership between PT PIPA and Bluewater is a game-changer. This collaboration opens up endless possibilities for both companies to transform Indonesia's and Southeast Asia's water industries. With Bluewater's advanced technologies and PT PIPA's local expertise, the partnership is poised to excel in meeting the region's water needs in hospitality and tourism sectors such as hotels and catering and public dispensing."

Bluewater and PT PIPA aim to pioneer sustainable water solutions and revolutionize the beverage industry. Together, they are committed to promoting environmental stewardship, harnessing innovation, and delivering exceptional products and services to customers across the region.

Bluewater's partnership with PT PIPA represents a company unafraid to push boundaries, explore new horizons, and create positive change. With their shared vision and unwavering commitment to excellence, Bluewater and PT PIPA are poised to transform Indonesia's water purification and beverage landscape, one drop at a time.

## **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 and a K&B Kitchen Innovation of the Year Award, and it has been recognized for its sustainability efforts by numerous other publications. [www.bluewatergroup.com](http://www.bluewatergroup.com)

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## 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](http://www.blueab.se)

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