



Chinese journalists discover more about Blueair during an early May visit to Blueair's corporate head office in Stockholm, the Swedish capital.

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Chinese journalist delegation visits Blueair to discover more about polluted air and the indoor solutions

Stockholm, Sweden, May 23, 2016 – A delegation of 18 Chinese journalists visited the Stockholm head office of indoor air purification leader [Blueair](#) in early May as part of a visit to Sweden arranged by prestige auto maker Volvo Cars.

The journalists came from mainstream media in China such as China National Geographic, Auto Magazine and Men's Health.

Sweden's Blueair is the world's leading provider of innovative indoor air cleaning technologies with sales in over 62 countries and China is the company's largest single market.

"We were honoured to be given the opportunity to explain the problems polluted outdoor and indoor air pose to people at home or work and how our 20-year long expertise in making the world's best air purifiers benefits people's health and wellbeing," said Blueair's Bengt Rittri, CEO of the company he founded 20 years ago in Stockholm.

At Blueair's Stockholm head office, journalists were briefed by company staff on Blueair latest indoor air cleaning technologies and products for use in homes, work spaces and elsewhere. Mr. Rittri noted how both [Volvo Cars](#) and Blueair are Swedish companies that have grown strong internationally due to their shared commitment to such values as protecting the environment and people with high quality, well designed products.

Blueair air purifiers are designed to remove harmful particles such as PM2.5 fine dust as well as pollens and viruses from indoor air that medical research has suggested play a role in many of the major health challenges of our day. A landmark study published earlier this year by two prestigious UK medical institutions, the Royal College of Physicians and the Royal College of Paediatrics and Child Health, said air pollution is linked to cancer, asthma, stroke and heart disease, diabetes, obesity, and dementia.

"Chinese cities like Shanghai and Beijing frequently make headline news because of the polluted air they suffer, but the reality is that air pollution strikes every city on our planet, even Stockholm, posing a cradle-to-grave threat to human health over our lifetime," Mr. Rittri.

Background:

The report from report from the RCP and the RCPCH examining the impact of exposure to air pollution across the course of a lifetime can be read here: <https://www.rcplondon.ac.uk/projects/outputs/every-breath-we-take-lifelong-impact-air-pollution?token=Zx7KWYVb>

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Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

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