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A New Year wish for China's consumers is a breath of fresh air, but many are finding it hard to make that dream come true

Shanghai, China, December 31, 2016 – A top 2016 wish for millions of Chinese must be to enjoy a breath of fresh air. Yet as 2015 came to an end, tens of thousands of consumers braved smoggy conditions in key cities like Shanghai and Beijing to join long shopping mall queues in the often fruitless hope of being able to buy an indoor air purifier.

“Sadly many people found that supplies of the air purifiers that would help them create safe indoor havens at work or the office have literally run out,” said Sam Li, head of [Blueair China](#). He said Blueair itself has seen a massive

surge in demand for its appliances with people queuing for up to an hour as China's air pollution problem continues to escalate – and has accelerated production as a result.

Bengt Rittri, founder and CEO of [Blueair](#), which is the world's leading independent indoor air cleaning brand with a prominent market share in China, said that the company's manufacturing facilities are working around the clock to meet the huge demand.

“It's not unusual to see air purifier sales surge for us and our competitors when the outdoor air gets as bad as it was in December, but frankly I've never seen demand as high as now for Blueair appliances, which is a great sign of the trust people – in China and elsewhere around the world - put in our efficient technologies,” said Mr. Rittri.

Blueair air purifiers, which have won numerous international design and engineering awards for their efficiency at removing health and wellbeing contaminants from indoor air, are sold at over 300 malls in China and key department stores like Bloomingdales and Sears's in the United States, for example.

“We understand the fear people in China and elsewhere have about the wellbeing consequences of polluted air and their desire to do something about it, which is why at Blueair we're doing all we can to deliver them our high performance purifiers and the compelling benefits they bring,” said Sam Li.

Sold in some 64 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants.

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