



Maggie Chan, General Manager, Blueair China

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## Alibaba TMall awards Swedish Blueair “Best Innovative Breakthrough”

Shanghai 9 August 2018: Blueair, a world-leader in air purification for home and professional use, was last night awarded “Best Innovative Breakthrough” by TMall, the leading online retailer in China owned by Alibaba. The award was handed out at the prestigious TMall Consumer Electronics Eco-Systems Summit in Hangzhou, the Alibaba hometown.

“Blueair is proud to be recognized yet again for our best-in-class air purifiers designed to improve the health and well-being of people everywhere” said Maggie Chan, General Manager of Blueair China.

“At Blueair we work with data insight to deliver the best possible consumer experience” continued Chan. “To be recognized as a leader in IoT and data insight is therefore a big honour”.

Blueair’s award-winning air purifiers are wi-fi connected, smart appliances that can be voice-controlled by Amazon’s Alexa or remotely, by the free Blueair Friend app. All Blueair air purifiers effectively remove bacteria, viruses and allergens to ensure a healthy indoor air.

In April 2018, Blueair parent company Unilever formed a strategic partnership with TMall to set up a joint research and development center to promote health-related products, such as air purifiers. Since, Blueair has worked closely with TMall on leveraging the big data resources of Alibaba.

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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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