



Both the premium Blueair Classic and the more compact Blue Pure Collections have received the Quiet Mark™.

Sep 10, 2019 13:21 UTC

## Blueair air purifiers awarded Quiet Mark™

Stockholm 10 September 2019: Blueair, a world-leader in air purification for home and professional use, has received the coveted Quiet Mark™ seal of approval for its whisper-silent, energy-efficient air purifiers.

Thanks to Blueair's proprietary HEPASilent™ technology, which combines both electrostatic and mechanical filtration, a Blueair air purifier delivers more clean air at less noise and at less energy consumption. The unique Blueair HEPASilent™ filtration technology also ensures that 99.97% of all airborne particles such as pollen, smoke, dust, mould, spores, bacteria, viruses, pet allergens and microplastics as small as 0.1 micron in size are

removed from the air.

Poppy Szkiler, Founder and Managing Director, Quiet Mark comments: “The quality of the air we breathe is an issue we are all increasingly concerned about. Blueair air purifiers combine the highest clean air delivery rate with the lowest noise levels, meaning unnecessary noise intrusion is minimised. Quiet Mark is proud to award Blueair as a brand that supports our health and wellbeing without impacting our peaceful home environment.”

Alexander Provins, Director Europe at Blueair explains: “Our air purifiers are designed for you to sleep next to them. The bedroom is not only the room where we spend most of our time, but often also the room with the highest levels of indoor pollutants such as dust, dust mites, bacteria and viruses. We also know from consumer insight that the whisper-silent operation of our air purifiers is just as important for office meetings rooms, hotel rooms and for every-day activities at home.”

According to a [YouGov survey](#) of people in the UK, the bedroom is also the room where people most want clean air.

Both the premium Blueair Classic and the more compact Blue Pure Collections have received the Quiet Mark™ credentials. Models include the Classic 205 and 280i, Classic 405 and 480i, and Blue Pure 411.

## **The air purifiers**

### **Blueair Classic 205, 280i, 405 and 480i air purifiers**

The [Classic range](#) is among Blueair’s most high performing ranges and is sold in 60 countries around the world. The Blueair Classic 405 is highly decorated in awards, having been recognised as “[Best-in-Test](#)” in an independent laboratory testing of 10 different air purifier brands conducted by accredited Intertek Testing & Certification and IBR Laboratories in 2019. This model is also recommended by [Asthma Allergy Nordic](#) and is the recipient of a prestigious [Which? Best Buy](#). The 205 and 280i are suitable for rooms up to 26m<sup>2</sup>. The 405 and 480i are designed for rooms up to 40m<sup>2</sup>.

The Blueair Classic 280i and 480i both come with integrated air quality sensors. A user-friendly touch display with clear LED icons provides an

overview of the operating mode, Wi-Fi connection and filter status, in addition to indoor air quality with indications of the levels of PM2.5 and VOCs

## **Blue Pure 411**

Blue Pure 411 is a whisper silent, energy efficient air purifier with one-button speed control. This compact air purifier is perfect for smaller rooms and can be easily moved depending on where you need it. When you finally have to replace the filter, you don't have to be an engineer; simply twist the lid, replace the filter, and cover it back up with the colourful, decorative pre-filter.

## **About Quiet Mark**

Quiet Mark™ is the international approval award programme associated with the UK Noise Abatement Society charitable foundation. It encourages companies worldwide to prioritise noise reduction within the design of everyday machines and appliances and find solutions to noise problems. Through scientific testing and assessment, Quiet Mark™ can identify the quietest products in each category, making purchase decisions quicker and easier. The more successful the scheme becomes; the more designers and manufacturers will be driven to reduce sound levels in their next generation of product. For more information see: [www.quietmark.com](http://www.quietmark.com)

---

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.

## Contacts



### **Sara Alsen**

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

[sara.alsen@blueair.com](mailto:sara.alsen@blueair.com)

+46(0)761107057