



Best in test by Testfakta. Blueair Classic 405.

*The test included air purifiers on the Nordic and UK markets.

Blueair Classic 405 Best-in-test in independent third party testing of 12 different air purifier brands

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Blueair air purifiers remove 99% of pollen in 20 minutes

Stockholm, 27 April: Spring is in the air but for 40% of the world's population, or 3 billion people worldwide, suffering from hay fever, spring is associated with watery eyes, runny nose, coughing and headaches.

The good news is that there is help. Blueair, a world-leader in air purification solutions, today revealed that whereas all of its models remove pollen, the Classic range can remove 99% of all pollen in a room within 20 minutes.

“For many people, the pollen season is an agony said, Karin, Kruse, Chief

Product Officer, Blueair. Hay-fever prevents people from living a normal life – from going to work and school, from enjoying time with friends and loved ones, and perhaps most importantly from getting a good night’s sleep” continued Kruse.

Thanks to the patented HEPASilent™ filtration technology, the Blueair Classic models remove airborne particles, such as pollen, faster. In addition, the Classic range is whisper silent, ensuring a peaceful night’s sleep.

“Quick relief and silent operation are key for pollen sufferers we have found from our research, said Name. As a result, our Classic range can remove virtually all pollen in a room within 20 minutes. They are also among the most silent models on the market”.

Blueair Classic 405, 605, 480i and 680i are recommended by organizations such as the Swedish Asthma and Allergy Association, for all people with asthma, allergies and respiratory problems.

The Classic range is among Blueair’s most high performing ranges, sold in 60 countries around the world. The Blueair Classic 405 has been recognized as “Best-in-Test” in an independent laboratory testing of 12 different air purifier brands conducted by accredited Intertek Testing & Certification and IBR Laboratories in 2017.

Tips to relieve hay fever

- Check pollen counts/maps and adapt your daily routines accordingly
- Use face mask when outdoors
- Use room air purifier
- Leave shoes and clothing by the door
- Shower and wash your hair after having been outside
- Use in-car air purifiers
- Use a wet cloth/mop to clean surfaces and floors
- Vacuum often

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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