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## Blueair Announces New Sales Organization

Stockholm, August 23, 2015 -- [Blueair](#), a world leader in residential and workplace indoor air purifier technologies and solutions, has announced new hires and organizational changes to their sales groups that reflect the company's worldwide growth in the indoor air health and wellness markets.

Blueair's new organizational set up includes establishing two regional business areas, Asia (excluding China) and EMEA (Europe, Middle East and Africa). Blueair Asia will be located in Hong Kong and headed by Jonas Holst, while Blueair EMEA will be head-quartered in Stockholm and headed by Cecilia Liss.

Both Ms. Liss and Mr. Holst (pictured) will report to Niklas Wakeus in his role as Blueair Chief Operating Officer.

“Blueair has been a trailblazer in delivering innovative indoor air cleaning solutions that promote user health and wellness with bullet-proof air purification efficiency and functionality,” said Niklas Wakeus.

“Our best of breed air cleaning technologies has resulted in accelerated growth in demand for our products and we have responded by putting an exceptional new team in place to optimally position Blueair to leverage the expanding sales opportunities springing from developing markets, regions and upcoming new product categories.”

Blueair’s new team setup ensures extensive international experience is brought to both sales and marketing roles. Cecilia Liss has a broad marketing, sales and operation background within the white goods industry, while Jonas Holst has worked with international sales within Blueair for many years and brings a wealth of air purification product and sales knowhow to his role of overseeing Asian distribution, sales and growth.

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Sold in over 50 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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