



Herman Pihlträd has been named Chief Operating Officer (COO) of Blueair, working from the company's Stockholm, Sweden, head office. Herman's brief includes China, where the company is a market leader with a highly efficient local organization.

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Blueair appoints Herman Pihlträd as Chief Operating Officer, heralding the air purification company's global growth plans

Stockholm, Sweden, July 11, 2016 – [Blueair](#), the global indoor air purification leader, announces the appointment of Herman Pihlträd to the role of Chief Operating Officer. Reporting directly to Blueair founder and chief executive officer Bengt Rittri, Herman's global brief encompasses China, Blueair's single largest air purifier marketplace, and other core markets in Asia, North America, Europe and elsewhere.

Herman brings with him over 11 years of senior management experience within Blueair, in Sweden as former president of Blueair AB and the United States, where he has most recently served as President of Blueair Inc. His role as COO will see him take responsibility for monitoring and developing Blueair's full value chain, including day-to-day management of Blueair, including day-to-day management, production strategy, sourcing, and the product and process quality and supply chain.

His operation experience has been built on a strong academic foundation having gained an engineering degree in thermodynamics from the Royal Institute of Technology in Stockholm.

Announcing the appointment, Bengt Rittri said: "I am very pleased that we have secured a person of considerable talent with a detailed and proven knowledge of our business category. During his time with Blueair, Herman has helped shape our ambition and culture as we have established ourselves as a central player in the global air purifying industry."

Noting Blueair this year celebrates its 20th anniversary, Bengt said Blueair has grown into the world's leading independent air purification technologies company supporting millions of private consumer and commercial customers around the world who want to enjoy cleaner, healthier indoor air.

Herman Pihltrad said: "I feel honored to be given the opportunity to again be influential at Blueair on a global level. I look forward with great excitement to contributing to Blueair's continued strong growth and helping to ensure we continue to lead in sustainable technologies for health and remain an influential force for positive development for our users, employees and for society as a whole."

Herman will be based out of Stockholm, where Blueair's head office is located.

Outgoing COO Niklas Wakeus says he is delighted Herman agreed to take on his new role after a highly successful period heading Blueair's North American operation. Niklas will continue his relationship with Blueair, retaining his current responsibility for international sales with an additional focus on business development.

For more information, please contact

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Sold in over 62 countries around the world, Blueair delivers home and office users cleaner 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 airborne allergens, asthma triggers, viruses, bacteria and other pollutants. www.blueair.com

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