



Oct 20, 2015 12:28 UTC

Blueair 'Friend' Air Monitoring App shortlisted for clean technologies award

Stockholm, Sweden, October 20, 2015 – The [Blueair 'Friend'](#) air monitoring app has been shortlisted for the UK's BusinessGreen Technology Awards that celebrate the most exciting and innovative clean technologies. The **BusinessGreen Awards** highlight the best of emerging clean technologies and celebrate the businesses, investors, entrepreneurs and inventors who are crucial to their successful development and deployment.

“We are delighted the Blueair Friend has been shortlisted in the BusinessGreen Technology Award ‘App of the Year’ category in the face of extremely strong competition,” said Bengt Rittri, founder and CEO of Blueair, a world leader in mobile indoor air cleaning technologies. He said the Blueair

Friend app uses innovative design and functionality to engage users in better understanding of outdoor and indoor air pollution.

The BusinessGreen Technology 'App of the Year' award was open to any software application that demonstrates an innovative approach to tackling an environmental challenge. The judges looked for a new and engaging approach to tackling green issues that demonstrably delivers results and makes it easier for users of the app to improve their environmental performance.

"Available for cell phones and other mobile devices, including Apple's watch, the Blueair Friend is a reliable wellness tool that updates you about outdoor air quality, in real time, and recommends what measures you can take to stay healthy. It puts you in total control of your indoor air quality by delivering the insights needed to create safer havens at home and work free of contaminants threatening health and wellbeing," Mr. Rittri added.

The BusinessGreen judges included James Murray, Editor, BusinessGreen, Dr Mike Pitts, Head of Urban Living and Built Environment, Innovate UK, Michelle Hubert, Head of Energy and Climate Change, CBI, Julie Hirigoyen, Chief Executive, Green Building Council, and Huw Irranca-Davies, MP, Chair, Environmental Audit Committee Associate. The winners of the clean technology awards will be named at a gala dinner in London on Friday November 26, 2015.

Background

- WHO recently put the air pollution cost across Europe in 2010 alone at a staggering US1.6 trillion as a result of the approximately 600,000 deaths and diseases it caused.

- BusinessGreen is a business web site offering companies the latest news and best-practice advice on how to become more environmentally responsible, while still growing the all-important bottom line. You can visit the site at <http://www.businessgreen.com>

For more information or images, please contact:

David Noble

Blueair International PR Manager

E. david.noble@blueair.se

P. +44 7785 302 694

Sold in over 60 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.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057