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Blueair Honored With 'Best Air Purifier In China' Award And Four Other Top Accolades At Keynote Air Cleaner Industry Forum in Beijing

Stockholm, March 23, 2016 – Blueair landed five awards at the Second China Air Purifier Industry Peak Forum in Beijing, the Chinese capital, this week, led by the 'Best Air Purifier In China' accolade for its range of air purifiers.

[Blueair](#) emerged with top honors from the keynote forum, which is sponsored by the Chinese Ministry of Industry and Information Technology and supported by China Electronics News and JD.COM, the largest online marketplace in China for air purifiers. In addition to being honored as China's

'Air Purifier Industry Leading Enterprise', Blueair also carried off the 'Leading Sales Organization in 2015' award and saw its powerful Blueair Pro XL taking the 'Best High-end Product' award, the Blueair 510B receiving the 'Best Clean Air Product' award and the Blueair 303 being praised as the 'Best Product of Annual Achievement'.

"Delivering innovative products that enhance health and wellness is the foundation of Blueair's strategy to produce the best air purifiers in the marketplace, said Blueair founder and CEO, Mr Bengt Rittri.

Mr Rittri said Blueair's founding ethos that everyone has the right to breathe clean air is reflected in all its indoor air quality purification products. According to Mr Rittri, Blueair's ethos spurs the company in its ceaseless innovation and development of technologies designed to deliver new levels of peace-of-mind to consumers and businesses seeking to protect themselves against air pollution.

Blueair Asia Sales Director Jonas Holst said: "Blueair offers a broad spectrum product line that meets every consumer demand when it comes to both room size and challenging local environments that can differ between markets. Our ability to deliver on all the expectations of our customers stems from our product R&D and commitment to delivering a superior customer experience."

Mr Sam Li, head of Blueair China, said: "China is probably not only the largest, but also the most competitive marketplace for indoor air purifiers in the world, which makes being honored with no less than five accolades spanning product performance through to sales professionalism a very remarkable achievement. This forum plays a keynote role in helping regulate the booming air purifier industry in China to ensure consumers are not given exaggerated and misleading information which stops them from being able to make an informed choices."

The Air Purifier Industry Forum, now in its second year, was attended by a wide spectrum of representatives from the air purification industry in China including top executives from international and domestic brands available in the Chinese marketplace. Among other agreements, the gathering formally signed up to new Chinese consumer protection standards geared to regulating information provided by a manufacturer about an air purifiers clean air delivery rate (CADR), energy efficiency and noise levels.

For more information, please contact:

David Noble
Blueair PR & Communications
T. +44 7785 302 694
E. david.noble@blueair.com

Sold in over 62 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