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Blueair Indoor Air Cleaners Win Two Top Innovation & Design Awards At Europe's IFA Berlin Tech Show

Berlin, Germany, 5 September, 2014 – [Blueair](#), worldwide market leader in indoor air cleaning technologies, has won top accolades for two of its new products launched at the 2014 IFA Berlin tech show. The Swedish company saw its off-the-scale performance Pro XL and eye-catching zazy Blue indoor air purifiers chosen as Innovation & Design Award winners by Envisionering, the industry research firm.

Envisionering judges selected the winners of the Innovation & Design Awards from over 50 companies that launched new products during

ShowStoppers, a showcase connecting vendors and media at the IFA Berlin show. Over 1,500 exhibitors are using IFA Berlin to display their latest trend thinking and innovative products.

Products are judged on their engineering qualities, including technical specifications and materials used, the product's intended use/function and user value, aesthetic and design qualities, unique and novel features, and how the product's design and innovation directly compares to others in the marketplace.

"We were very excited to have both our two new product ranges being launched honored for bringing emerging technologies to market. We are breaking new ground in giving people cleaner, healthier air to breathe at home, work and play," said Bengt Rittri, founder and CEO of Blueair, a global indoor air technology company with sales in over 50 markets worldwide.

"Both Pro XL and Blue push the boundaries of design and technology, harnessing multiple technologies to create a wow factor for anyone who wants to breathe air free of the myriad airborne contaminants in modern homes and offices.

"We are extremely proud of our design ethos, which has now resulted in all Blueair product lines having been honored with awards from around the world. It's amazing that these two latest awards came even before the official product launches," Mr Rittri said.

The Blueair PRO XL is the most powerful indoor air purifier in the world, delivering off-the-scale performance to clean the air in large rooms up to 110 sq. meters of all the nasty stuff from PM2.5 dust particles to chemicals to viruses in 12 minutes flat.

The Blue indoor air purifier from Blueair is the first indoors air purifier developed exclusively for today's younger healthy life-style generation. The 'Swatch' of indoor air cleaners, Blue cleans 50 sq. meter rooms of practically all the nasty stuff in the air, is stylish, delivers great quality and top performance, and is customizable with lots of cool colors to choose between.

The Envisioneering award winners are judged by a preeminent panel of independent industrial designers, independent engineers and members of the

trade press. They are chosen from the many candidates launching new products during the ShowStoppers press event, the product showcase event for journalists at the IFA Berlin trade show on 4 September 2014.

Note to Editors

Blueair's full range of exciting, high performance indoor air cleaners can be experienced at IFA Berlin, Germany, between 5 – 10 September in Hall 9 on Booth 107.

Photo shows Blueair founder Bengt Rittri, Center, with Elin Engberg, project leader for Blue (left), and Joakim Nygren, project leader for Pro XL (right).

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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