

A large blue circle containing the text "Breathe Blueair" in white, sans-serif font.

Breathe  
Blueair



Blueair Friend



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## Blueair Launches New Global Website, Delivering Consumers More Interaction, Pollution Insights And Product Data

Stockholm, Sweden, August 12, 2015 – Blueair, the global thought-leader in indoor air purification technologies for enhanced health and wellbeing, has launched a new, redesigned version of its website, [www.blueair.com](http://www.blueair.com). Designed to provide a user-friendly experience, key features of the new Blueair site include improved navigation and functionality that enable visitors to access detailed product information and videos.

“We’re excited to offer a truly useful site where anyone interested in healthier, cleaner indoor air can access all the information they need to make

an informed decision when choosing an air cleaning appliance,” said Bengt Rittri, Blueair founder and chief executive officer.

“Just about every major city around the world today suffers chronic outdoor air pollution caused by invisible, odorless traffic and industrial fumes, while the air we breathe inside our homes and businesses pollutants can be up to 100 times more polluted than that on the street.”

The new Blueair [site](#) provides easier navigation, richer online content, features and resources and is optimized to work with all of today’s browsers and mobile devices, which will allow users to better interact online with Blueair. The site also harnesses a newer and more powerful server with additional servers in 23 countries around the world to ensure fast loading time globally, while an automatic country detector picks up where you are accessing the site from.

In some countries, such as the U.S.A, products are available to purchase from the site. This capability helps Blueair better understand consumer preferences. Visitors can also stay informed about the latest news from Blueair and the industry with the Newsroom section featuring the latest press releases, product announcements and opinion pieces.

“Because we believe everyone has the right to breath clean air, our mission is to connect people with the information that can help them make an informed choice. The Blueair site provides an innovative platform for people to access the latest knowledge about air pollution outdoors, in their homes and at workplaces, view product images and download technical data.

The Blueair site design will be available in other languages such as Chinese, Japanese, French, Thai, Swedish and others over the coming months.

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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.

## Contacts



### **Sara Alsen**

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

[sara.alsen@blueair.com](mailto:sara.alsen@blueair.com)

+46(0)761107057