



Sep 16, 2015 17:29 UTC

Blueair Offers Lifeline From Asian ‘Smoggeddon’ With Super Efficient Indoor Air Purifiers

Hong Kong, September 16, 2015 – Blueair, the global indoor air cleaning technology leader, today reiterated warnings that [indoor air pollution](#) is hugely underestimated. The company said seeking safety indoors from the current grey smog enveloping Malaysia, Singapore and parts of Indonesia is no guarantee of protection from health threatening particles.

“Scientific research has revealed indoor air can be up to 100 times more polluted than that outside, which is why Blueair’s high-performance air purifiers offer a lifeline to householders and businesses alike who want

protection from the smoggy particle enveloping South East Asia as a result of the annual fires underway in Indonesia,” says Jonas Holst, Head of Blueair Asia.

Mr. Holst noted that the classic [Blueair 600](#) series will blitz smoke, dust and other airborne contaminants, cleaning the air in a 698 sq. foot room every 12 minutes of toxic particles and other pollutants down to a minute 0.3 microns in size. He added that while citizens can do little about the hazardous smog surrounding them outside, people can use Blueair’s indoor air purifiers to create safer havens inside at home, offices and in public buildings such as schools or hospitals to protect themselves against dangerous smoke particles, for example.

Blueair air cleaners regularly win top marks for their ‘extreme efficiency’ in cleaning indoor air, most recently in an independent test in the U.S.A. carried out by a leading airborne particle physicist for Fast Company magazine. Following exhaustive testing using state-of-the-art equipment, a Blueair air purifier with a Smokestop filter was described by the leading technology, business and design magazine as “the best at cleaning air as quickly as possible”.

Mr. Holst added: ““Indoor air pollution in homes and offices can be so bad that it has been compared to placing your head inside a plastic bag filled with toxic fumes. At Blueair, we work to make people’s homes and workplaces safe havens for breathing clean air by providing protection from the harmful pollution that can build up indoors.”

BACKGROUND

A 2012 University of Buffalo study found that indoor air pollution generating fine particulate matter was a key contributor to the high rates of lung cancer among Chinese women participating in the research activity, despite the fact that few of them smoke. The U.S. EPA says that indoor air pollutants rank among the top five environmental risks to public health, while the U.S. Department of Labor notes poor indoor air quality has been tied to symptoms like headaches, fatigue, trouble concentrating, and irritation of the eyes, nose, throat and lungs.

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.

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