



The iconic Blueair Classic air purifier is a torchbearer for Blueair's mission to help people everywhere breathe cleaner air, at home or work.

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## **Blueair sets out ambitious clean air vision for global expansion**

Beijing, February 21, 2017 – Blueair, a world-leading expert in air purifiers, has set out its ambitions for global expansion and bringing clean air to millions more people following the completion of its acquisition by Unilever. Speaking at a press conference in the Chinese capital, the General Manager of Blueair China, Ms Maggie Chan, said that Blueair intendeds to leverage Unilever's global strength to help billions of people create healthier indoor environments.

“Our ambition is to build a truly global air purifier brand that is trusted by

consumers and delivers on the vision for expansion that embraces giving everyone healthy air to breathe,” Ms Chan said. She added that since its foundation in 1996, Blueair has committed to helping more people breathe more healthily, a vision that has seen the company grow into a leading indoor air purifier brand represented in over 60 countries worldwide, including China, the USA, India, Japan, and Korea.

Ms Chan was joined on the stage at the Beijing press event by Blueair’s Global Chief Product Officer, Ms Karin Kruse, the Swedish Ambassador to China, Ms Anna Lindstedt, Counsellor, the Head of CSR Centre Economic Section in Embassy of Sweden Ms Lotta Liljelund, and the vice president of Peking University Third Hospital Dr. Li Shuqiang. Ms Kruse demonstrated the latest additions to the Blueair product line such as the new Classic series that include the company’s ‘intelligence inside’ technology that work in harmony with Blueair’s unique HEPASilent® patented filtration technology that removes airborne room air contaminants efficiently and quietly.

Blueair announced the donation of 20 air purifiers to the paediatric clinic of Peking University Third Hospital to provide a healthier breathing environment for the health professionals and patients.

### Blueair Continues Expansion in China With Emphasis on Quality

Since entering the China market in 2006, Blueair has played a leading role in the development of the air purifying industry in China and ensuring consumers are given the right information to enable them to make the right choice for the quality air purifier that best matches their need.

“In recent years, Chinese consumers’ awareness of air purification has increased significantly. China has become one of the most important markets for Blueair. We will sustain our commitment to offering high-quality products and services that meet existing and emerging consumer demands as part of our dedication to providing consumers with premium healthier breathing solutions,” Ms. Maggie Chan told journalists. She added that in 2017, Blueair will increase investment in China with the robust development of the Chinese market with the aim of creating a healthy breathing environment for more Chinese families through innovative products, services and knowledge.

“Building on our values of ‘Care, Commitment, Honesty, Expertise’, Blueair will introduce more products to meet the needs of domestic consumers in the

future,” Ms. Chan said, adding that Blueair and Unilever share common values that align with Unilever’s sustainable action plan to achieve the goal of “helping more than a billion people take action to improve their health and well-being”.

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Headquartered in Stockholm, Sweden, Blueair designs, makes and sells best-in-class air purification solutions for people who want to breathe clean air and live healthier lives. Sold in countries all over the world, our high-performance air purification solutions are energy-efficient and responsibly made. Through our unwavering commitment to excellence, research and constant innovation, Blueair is shaping the way the world breathes to make people feel more alert and alive. <http://www.blueair.com>

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