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## **Blueair showcases its leading-edge air purifying technology and product innovations for enhanced health at world’s biggest tech show, IFA Berlin 2016**

Berlin, September 2, 2016 – Blueair consolidates its leadership position in the indoor air cleaning market globally with a cavalcade of air purifying products being showcased this week at Berlin’s IFA tech show, the largest innovation show on the planet. Taking pride-of-place among over 1,823 consumer electronic exhibitors, Blueair is showcasing its full lineup of health and wellbeing air purifier technologies and products.

“We are giving visitors to IFA Berlin 2016 a view of the smartest air purifiers currently available in the global marketplace that enable consumers and businesses to create safer indoor havens that protect and enrich peoples lives,” said Herman Pihlsträd, Blueair chief operating officer. He said Blueair’s mission is to help people everywhere confront the health challenges posed by rising air pollution levels.

Blueair’s air purifier product range delivers first-rate air purification efficiency, product quality and design appeal. Blueair highlights at IFA include the world’s smartest connected solution available to consumers who want to monitor, control and purify their indoor air, the Wi-Fi-enabled Sense+ air purifier, Aware air sensor and Blueair Friend air monitoring app.

In addition, Blueair will also premiere its New Classic range, which offers both enhanced design and features embracing a new user interface and improved filtration efficiency. In addition, Blueair unveils the exciting, design

award winning [Blue](#) by Blueair air purifier range geared to appeal to a new generation of active, health and sports focused consumers and that is now becoming available throughout Europe.

“We are proud at Blueair to be able to use IFA Berlin 2016 to demonstrate our expertise and award-winning products that blend naturally into living spaces and redefine how we can breathe clean air regardless of the pollution outside,” Herman said.

Blueair can be found in IFA’s Hall 9 on Booth 110.

For more information, please contact,

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Sold in some 64 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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