



Blueair's smart IoT solutions connect the Blueair Sense+, Aware air quality monitor and Blueair Friend app to help consumers take control of the air they breathe.

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Blueair To Showcase Exciting Range Of Advanced Air Purifying Technologies And Products At IFA 2016 In Berlin on Booth 110, Hall 9

Stockholm, Sweden, August 20, 2016 – [Blueair](#) will unveil its latest lineup of health and wellness enhancing air purifying products available from Fall 2016 in European, North American and Asian markets at IFA Berlin 2016, the world's leading trade show for consumer electronics and home appliances opening September 2 in the German capital.

Blueair CEO Bengt Rittri, who founded the company 20 years ago this year, said: "Our passion is to help people everywhere confront the health challenges sparked by growing air pollution levels. By designing innovative air purifiers we give consumers and businesses the opportunity to create safer indoor havens that can enrich users' lives."

Blueair's dynamic product range delivers superior air purification efficiency, product quality and design appeal. Highlights on the Blueair booth at IFA will include the world's smartest connected solution available to consumers who want to monitor, control and purify their indoor air, the Wifi-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.

Visitors to the Blueair booth will additionally see the exciting [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. Blue has already earned a GOOD DESIGN Award from the Chicago Athenaeum Museum of Architecture and Design and the European Centre for Architecture Art Design and Urban studies in recognition of its contemporary Swedish-engineered design and style.

“Blueair is delighted to be presenting a live view of our expertise and award-winning air purifiers at IFA Berlin for the third year in succession with products that blend naturally into living spaces and redefine how we can breathe air as clean as nature intended regardless of the pollution outside,” Bengt said.

Blueair can be found at IFA at Booth 110 in Hall 9. Blueair highlight products will also be on view at the media-only Showstoppers event on September 1, running from 6PM to 9PM, at the IFA Berlin Exhibition Centre.

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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