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Blueair Unveils Revamped New Classic Product Range, Better Performing, Sleeker And With Clean Air Intelligence Inside

Berlin, September 4, 2015 – Blueair today unveiled its revamped Classic product lineup at the IFA Berlin 2015 tech show, complete with a new built-in intelligent air monitoring system called ‘Aware’, more convenient user interfaces and an improved clean air delivery rate. With new design features enabling improved air flow and quieter operation, the upgraded WiFi enabled Blueair Classic has also been given a sleeker, more rounded compact exterior look that is fully in tune with today’s global interior design trends.

“Scheduled to be available in key international markets during the first quarter of 2016, Blueair’s new Classic air purifier will comprise two lines, a WiFi enabled manual line and a second ‘intelligent’ line with the innovative Blueair Aware clean air monitoring technology integrated into the unit,” said Karin Kruse, Global Product Marketing Manager.

She added that the enhanced features of the new Classic also include a more energy-efficient motor as well as a user-friendly interface under a top lid that flips open to reveal the electronic display indicating when a filter needs changing, a WiFi indicator, operating speed indicator and indicators showing levels of PM2.5 dust and VOCs (volatile organic chemicals) in the indoor air.

“The new edition of the Blueair Classic reflects our commitment to leveraging the connected home opportunities to make it easier for homeowners and businesses alike to benefit from cleaner, healthier air as they move through their day,” said Karin Kruse. She said the enhancements and benefits offered by Blueair’s latest iteration of its Classic product line reflect customer insight that air purifiers should be mobile, non-intrusive and capable of working while a person sleeps, jogs, eats, works, prepares food or reads a magazine while commuting.

“Blueair’s new technologies put people in control of the air they breathe and makes healthy living and improved wellbeing as effortless as having a robot vacuum cleaner. The Blueair Classic minimizes triggers for people who suffer allergies or asthma by cleaning indoor air of 99.97 percent of all pollutants, which is great news for our customers and those they care for,” said Ms. Kruse.

Background

WHO recently put the air pollution cost in Europe in 2010 alone at a staggering US\$1.6 trillion as a result of the approximately 600,000 deaths and diseases it caused. The Blueair team will be available every day on Booth 110 in Hall 9 at the IFA Berlin tech show, Berlin.

For more information or images, please contact:

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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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