



Oct 18, 2014 12:45 UTC

## Blueair Vastly Expands Retail Presence in the United States

Blueair, the leading international indoor air cleaning technology company, announced Friday that Sears now offers Blueair purification systems in 200 stores. The agreement will vastly increase Blueair's retail presence in the United States. The Blueair 203 and 403 models are available in 200 Sears stores; customers also can order other models in-store or online at [sears.com](http://sears.com).

"This is Blueair's largest rollout with a major retailer in the company's history," said Blueair Inc. President, Herman Pihlsträd. "We've worked closely with Sears and designed original displays and educational materials that will help clear up myths about air purifiers and help customers understand the

benefits of this technology. Clean air is a basic human right, in our opinion – not a luxury. We're excited to share this vision with more consumers.”

The agreement gives Blueair a nationwide retail presence in the USA and introduces Sears' first interactive displays for air purifiers. The Blueair Smoke Box <https://www.youtube.com/watch?v=gJ6AEntmKqs>, an exhibit that simulates how quickly the air purifiers can remove some airborne particles, is displayed in 25 Sears stores. The transparent display contains a standard Blueair indoor air purifier and fills with smoke representing pollen, pet dander, dust mites, mold, chemicals, and other common irritants. Shoppers can then see the purifier filter smoke out of the display case air. Sears is the only Blueair retailer that features this simulation.

Blueair's team has also designed original shelf strips, signs and a “Buyer's guide to air purifiers” that will help Sears customers navigate the air purifier market. The shelf strips include independently tested measurements of airflow efficiency, sound efficiency and energy efficiency, as well as suggested room sizes. The metrics allow customers to compare purifiers on a rating-by-rating basis.

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Sold in over 50 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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