



Blueair Classic and Blue air purifiers

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## Blueair win 2019 “Parenting Award”

Stockholm 10 December: Blueair air purifiers are yet again recognized for its positive impact on the health and well-being of children, winning the 2019 “Parenting Award”.

The Japanese award, which celebrates “the best products of the year”, comes in recognition of Blueair air purifiers “contributing to the creation of a child-friendly air quality environment with 99.97% removal of virus and other particulate matters.” The Blueair brand is also recognized as “a Swedish brand loved in over 60 countries”.

“Blueair air purifiers are designed in Sweden to create the safest environment

for children to develop and grow”, says Jonas Holst, Chief Product Officer at Blueair. “We believe that children have the right to breathe clean air. As a result, we build air purifiers with superior performance from environmentally friendly materials – and we do so in a sustainable way. Like this we continue to win in the market place”.

The Parenting Award jury is formed by an executive committee of representatives from leading Japanese childcare magazines and selects popular child-rearing products. The main goal is to provide reliable information related to parenting and to create a good environment for children. This is the second year the full range of Blueair air purifiers are awarded the Japanese "Parenting Award", the first being in 2013. Read more: <https://parentingaward.com/>

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Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair delivers innovative, best-in-class, energy efficient products and services sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.

## Contacts



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