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Blueair Wins Two Prestigious International Innovation And Design Awards At Europe's Biggest Tech Show, IFA Berlin 2015

BERLIN, September 9, 2015 – [Blueair](#), a world leader in helping people breathe healthier, cleaner indoor air at home and work, today celebrates winning two Envisioneering Innovation and Design Awards for its breakthrough environmental air purification products. The new Wi-Fi enabled Blueair Sense and Aware Air Quality Monitor were both honored during Showstoppers IFA 2015, the official press event attended by hundreds of journalists at the global tradeshow for consumer electronics and home appliances in Berlin, Germany, in early September.

Richard Doherty, lead Envisioneering judge, said: "ShowStoppers attracts key startups, spinoffs, disruptors - innovators all! With their global reach and frequent showcase cycles of exhibitors, ShowStoppers offers a ready showcase for startups and industry leaders driving radical new digital lifestyle products and services."

This is the second consecutive year that Blueair has won awards at the IFA Showstoppers event, during which a select group of over 70 companies compete to win recognition for their innovation level, design and value to consumers. Envisioneering's international team of technologists, marketers and industrial designers assessed each product, technology or service before making their choices for the 'best of the best' at IFA 2015.

Bengt Rittri, founder and CEO of Blueair, speaking at the company's head office in Stockholm, Sweden, said: "At Blueair, we have been pioneering and championing indoor air purification as a means to improve human health and wellbeing for almost twenty years. All of us at Blueair view it as a real honor to be awarded an Envisioneering Award; and to win two prizes simultaneously for the second year in succession is confirmation of our success at steering product innovation and design driven by insights from consumers wanting to live healthier lifestyles."

Background

Envisioneering is world-renowned for its objective assessment of new technologies, product and services embodiments, and the talents who drive them to market. Envisioneering's analysts are often quoted by print, web and video media for their assessments of "what's next" in technology benefit, fun and value.

For more information, 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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