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People are not totally powerless in the face of air pollution, there are solutions, especially at home or work, says Blueair

Stockholm, 4 March 2015 – Chinese journalist Chai Jing’s documentary about air pollution has sparked a massive surge in awareness of the problem with over 200 million online views. Yet while concerning many of China’s citizens, the film stopped short of explaining there is already one solution that empowers people to breathe clean air at home and work – indoor air purifiers.

“It is admirable that Ms. Jing’s ‘Under the Dome’ documentary is helping promote air pollution awareness and debate globally, but consumers also

need to know they are not completely powerless in tackling the health effects of smog,” said Bengt Rittri, founder and CEO of the world’s biggest name in indoor air cleaning, Blueair.

Commenting on a new Chinese survey showing air pollution tops public concerns – published Tuesday in the China Daily online newspaper – Mr. Rittri said Blueair indoor air purifiers are rapidly becoming as natural a part of the indoor appliance environment as vacuum cleaners.

“The reality is that most people spend much of their time indoors, yet many are unaware that the air they are breathing in their living rooms, offices and gyms is often many times worse than outside. This is due to indoor air pollution being largely invisible.”

This week, however, sees Blueair turning the intangible into the tangible by unveiling the world’s first fully integrated air quality platform that allows people to finally track what is in the air they are breathing. A ‘smart’ Blueair air sensor will connect with and control an air purifier to remove PM2.5 dust, pollen and other hazardous materials – while keeping the user informed, and in control, via phone, tablet or computer.

Sweden-based Blueair, which sells its portable air purifiers in over 50 countries worldwide, will unveil its Internet-enabled ‘Aware’ sensor together with a host of other new health and lifestyle enhancing products and technologies this coming Saturday, March 7, at the international Home + Housewares Show 2015 in Chicago.

“As the rising tide of awareness about the air pollution problem gathers momentum, we must not forget that we are not helpless in the face of bad air quality, especially not at home,” said Mr. Rittri.

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.

Contacts



Sara Alsen

Press Contact

Chief Purpose Officer

Communications & Sustainable Business

sara.alsen@blueair.com

+46(0)761107057