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Smart sensor and air purifier interconnect to track and trap dust, pollen and dangerous particles in home and workplace air.

Chicago, 3 March 2015 – The biggest name in indoor air purification – Blueair – is set to reveal the world’s first fully integrated air quality platform that lets you track what you are breathing and controls an air purifier to remove dust, pollen and hazardous particles – while keeping the user informed, and in control, via phone, tablet or computer.

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

“Visitors to the Blueair booth (#11915) will have the opportunity to view first-hand our latest lifestyle-enhancing technologies and products for all rooms of the home or workplace,” said Herman Pihlsträd, President of Blueair Inc, the Chicago-based subsidiary of Sweden’s Blueair group.

Mr. Pihlsträd said most people are not aware how quickly air pollution builds up in rooms at home or at work. Chemicals from cleaning products or furnishings, particles from outside traffic or dust and pollen all merge to create an energy-sapping, allergy-sparking cocktail.

Johan Skåntorp, Blueair Head of Product Development, said that by applying new advances in technology Blueair is giving consumers the ability to quantify and visualize indoor air quality problems – something they could not do before.

“We are turning the invisibility of indoor air pollution into something visible and tangible that gives our customers a chance to remove what can be threatening their health and wellbeing by causing allergies, sparking asthma attacks or just making them feel tired and lacking energy,” said Mr. Skåntorp. He noted how Blueair air purifiers have won worldwide recognition for their ability to clean indoor air of dust, chemicals, mold and odors, which has seen thousands of its units being purchased for use at American embassies in Beijing, China, Delhi, India and elsewhere, for example.

During the Chicago Homes + Housewares Show, visit the Blueair team at Booth 11915, Lakeside Center. To learn more about Blueair, visit <http://us.blueair.com/>

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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