



Downtown Dubai, home to Blueair's hub office for its operations across the GCC (Gulf Cooperation Council). (Copyright: iStock/Credit: CaptureLight)

Feb 12, 2017 10:51 UTC

Sweden's Blueair enters GCC's US\$86 million air purifier market

Dubai, UAE, February 12, 2017: Blueair, the world's leading indoor air purifying company, today opened an office in fast growing Dubai that will serve as the hub for growing Blueair sales throughout the United Arab Emirates and Gulf region. The [Blueair](#) office will be responsible for developing sales throughout the Gulf Cooperation Council (GCC) alliance of countries encompassing Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates.

Future Market Insights' (FMI) new research report expects air purifiers market

in GCC Industry to touch US\$ 85.2 million by 2020 while the UAE air purifiers market is expected to be worth US\$ 26.10 million by the same time.

An early adopter of smart technology, Blueair in 2016 launched the world's first smart, fully connected indoor air monitoring, control and purification system that puts consumers in control of the air they breathe, at home, work and play.

“Dubai is the perfect hub for Blueair to further scale up its presence in key markets across the Middle East region and strengthen our ties with both existing and new customers,” said TR Ganesh, General Manager, Middle East at Blueair. He said the office in Dubai demonstrates Blueair's commitment to the region as a world leader in indoor air purification technologies with best of breed purifiers that help people breathe cleaner, healthier air at home and work as well as in hotel and fitness centers.

“People can enhance their health and wellness at home, work and leisure by using Blueair's indoor air purifiers that harness highly advanced filtration technologies to remove up to 99.97 percent of airborne contaminants such as dust and smoke particles, chemicals and viruses. Especially, people who are located in the urban areas, close to roads with regular traffic jams can benefit by using the right air purifiers to tackle contaminated air at home or work,” said TR Ganesh.

The air pollution challenge is growing globally and 2016 has seen many new scientific studies showing the cost to human health and society caused by toxic air. Air pollution impacts everything from regional climates to individual health.

Blueair has consistently sought during its twenty-year journey from a Swedish startup to a global player with sales in over 60 countries to raise public awareness about the problems and solutions around the twin issues of outdoor and indoor air pollution. The company invests heavily in innovating new air cleaning solutions that build on its unique HEPASilent™ technology, which unites the best in electrostatic and mechanical filtration to capture 99.97% of airborne particles down to 0.1 micron in size.

The Blueair [Sense+](#) air purifier and [Aware air quality monitor](#) connect seamlessly to the [Blueair Friend](#) app to provide both a detailed view of indoor pollution and allow users to enjoy air free of allergens, chemicals,

odors and dust particles, without ever needing to worry about adjusting their gadgets.

Blueair's vision for the future is about being at the forefront of innovating bold air cleaning technologies and helping them go mainstream by bringing our product solutions to market to enhance people's health and wellbeing.

###

For more information, please contact

DUBAI

Prem Ramachandran, White Water Public Relations, Dubai,

at prem@whitewaterpr.com or +97150 4537253

International

David Noble, Blueair public relations,

at david.noble@blueair.se or +44 7785 302 694

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 up to 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