



Blueair has given the latest 205 model clean air intelligence inside a sleeker frame.

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Sweden's Blueair launches new-generation Wi-Fi enabled room air purifiers to help Thai consumers tackle 99.97 percent of indoor air contaminants

Bangkok, February 12, 2017 – The latest Blueair Classic air purifier is smart, sleek and quiet, and designed to put Thai homeowners in control of the air they breathe by removing allergens and pollutants as small as 0.1 microns. [Blueair](#), a world leader in air purification solutions, is launching its new Classic 205 at the Bangkok Homeworks Expo 2017 trade fair this week to ensure the smart purifiers are available to city dwellers in Thailand's major cities ahead of the high levels of smog and smoke pollution that strike during

dry season months like March and April.

“Although air pollution is not a new phenomenon, our knowledge of the harm it does to our health has grown dramatically in recent years with airborne pollution now blamed for cancers, heart disease, brain disorders, asthma and increased sensitivity to allergens, “ said Alexander Blomqvist, Blueair Regional Sales Manager, APAC Region. Alexander notes that while air pollution in Bangkok has improved in recent years due to government steps such as limiting two-stroke motorbike engines, the World Bank estimates that air pollution related deaths in Thailand rose from 31,000 in 1990 to around 49,000 in 2013.

The new Blueair Classic 205, 405 and 605 models now available in Thailand bring the company’s iconic Classic air purifier range firmly into the Internet of Things age. With a new user interface, improved filtration efficiencies and a brighter-white appearance, the latest Classic comes with Blueair’s must-have built-in clean air intelligence technology that helps people better understand what is polluting their indoor air. The new-generation models also deliver up to 20% more purified air on the faster speed setting compared to earlier models, while ensuring substantially lower noise level and power consumption thanks to improved fan technology.

Since its founding in 1996 in Stockholm, Sweden, Blueair has grown into a global player with sales in over 60 countries. The company has consistently strived to raise public awareness about the problems and solutions around the twin issues of outdoor and indoor air pollution. Blueair invests heavily in innovating new air cleaning solutions that build on Blueair’s 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.

“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 markets like Thailand to enhance people’s health and wellbeing,” said Alexander Blomqvist.

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Editors Note:

- The new Blueair 205, 405 and 605 Classic models are being showcased at

Homeworks Expo 2017 in the BITEC Bangna Hall 101-104, Zone 3, from February 10 - 19.

- Blueair air purifiers are available at leading retailers in Thailand such as Powerbuy, Central and SM Paragon.☒

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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 up to 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants.

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