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## **The future of cleaner, healthier indoor air unveiled by Blueair at IFA Tech Show in Berlin**

Berlin, Germany, 3 September, 2014 – The future of indoor air cleaning technology and how it changes our lives for the better when we socialize, work, live and play has been unveiled by [Blueair](#), Sweden's global indoor air cleaning technology company.

Exploring cleaner, healthier air and how it intersects with technology and the way we live our lives, Blueair has launched a new full-spectrum family of smart indoor air purifiers allowing you to take control of the air you breath – at home and in the workplace.

From the uber-efficient Pro series designed for larger work spaces to the minimalist Blue series geared to appeal to a younger, newer generation of users, Blueair's advanced, whisper quiet filtration and clean air delivery technologies remove practically all contamination from interior air, including viruses, chemicals and PM2.5 dust.

"We believe our all-new Pro line are the world's highest-performing, super quiet air cleaners, with the Pro XL capable of purifying indoor air of pollutants in a closed 100 square meter (1,000 sq.foot) space in 12 minutes flat," said Blueair founder and CEO Bengt Rittri.

"And our zazzy Blue air purifier delivers great performance at an affordable price for a younger, hugely well-informed, tech-savvy generation who view healthier living as a natural part of their day-to-day lifestyle, at home, leisure or work."

Blueair's new model lineup reflects the insight that indoor air cleaning has come of age in a world where homes are built tighter to conserve energy. It is an environmental dilemma that results in indoor air being many times more polluted than that outside with trapped allergens, dust, viruses and chemicals building up to previously unseen levels.

"Environmental authorities in Europe, Asia and the USA all note indoor air in our homes, offices, medical facilities and leisure centers is many times more polluted than the air outside on the street. We can't do anything within the near future to stop pollution from power plants, heavy urban traffic or chemicals used in household cleaning products, but we can counter the impact by using exciting technologies such as Blueair's to remove all the nasty stuff from the air we breath inside," Mr. Rittri said.

Noting the substantial research evidence available from the likes of both the EU's and USA's environmental protection agencies linking polluted indoor air to a broad spectrum of respiratory and breathing problems, Mr. Rittri said indoor air purifiers should be as natural part of a modern home as a refrigerator or vacuum cleaner.

Blueair's full range of exciting, high performance indoor air cleaners can be experienced at IFA Berlin, Germany, between 5 – 10 September in Hall 9 on Booth 107.

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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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