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Top marks from Fast Company Magazine for Blueair air purifier

Chicago, IL, January 21, 2015 – Top marks for ‘extreme efficiency’ in cleaning indoor air have been awarded to a [Blueair](#) indoor air purifier by Fast Company Magazine in an independent test carried out by a leading airborne particle physicist. Following exhaustive testing using state-of-the-art equipment, the [Blueair 503](#) with a Smokestop filter was described by the technology, business and design magazine as “the best at cleaning air as quickly as possible”.

Blueair and eight other air purifier’s from competing brands were selected for review after Fast Company Magazine compared spec sheets and reviews of literally hundreds of air purifiers to enable it to “pick out the ones that were

true HEPA-certified machines (meaning they're guaranteed to remove at least 99.97% of particles greater than 0.3µ), powerful enough to purify a standard-sized bedroom".

The magazine then put the nine air purifiers through 100 hours of research and testing conducted by U.S. airborne particle physicist and former NOAA scientist John Holecek. After the tests, which involved \$100,000+ of equipment, Fast Company Magazine reached the conclusion that for people who have severe reactions to particle allergens, other health issues related to air quality, or are willing to pay a premium for "a machine that can be extremely efficient while running quietly", the BlueAir 503 with the [Smokestop filter](#) package would be their pick.

"We are very pleased that our Blueair 503 air purifier performed so well in the Fast Company Magazine 'Sweethome' test. According to the graphs, the nearest rival had around four times more pollution left in the test room than ours – pointing to how huge the difference is in air quality when using our products to deliver a superior [Clean Air Delivery Rate](#)," said Herman Pihlträd, President of Blueair Inc, the US subsidiary of Sweden-based Blueair, which sells its air purifiers in over 50 markets worldwide.

He noted that Holecek had used testing instruments capable of detecting particles as small as 0.010 microns, which is 30-times more sensitive than civilian equipment and the 0.3 micron threshold tested for the HEPA standard.

A vast array of international institutions, government agencies and corporations already use Blueair air purifiers, which have had their efficiency endorsed by the U.S. Association of Home Appliance Manufacturers, AHAM, and the official Shanghai consumer agency.

"A year ago, Blueair won an order to supply around 4,000 of its premium air purifiers to U.S. Embassy offices across China," Mr. Pihlträd said.

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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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