



Blue Max

Reviewer guide

Blue 3450i

Blue 3350i

Blue 3250i

Blue 3250 auto

Welcome!

Thank you for your interest in **Blueair air purifiers!**

Please direct any questions to your PR contact during the review process.

We hope this document assists you as you set up your new appliance. While reviewing the product we recommend you reference this document in addition to the press materials like the fact sheet and press release. Please also reference the product user manual.

Introduction to Blueair

Blueair, part of the Unilever family of brands, is the most awarded air purifier brand* in the United Kingdom and the United States.

Founded in Sweden and sold in over 60 countries, only Blueair air purifiers use HEPASilent™ dual filtration technology, which removes airborne pollutants from the air faster¹ and more quietly² than traditional HEPA filtration alone.

Blueair air purifiers are independently tested and AHAM Verified® for Clean Air Delivery Rate (CADR), delivering powerful performance with a stylish and timeless Swedish design.



* UK: Based on number of awards won on performance testing conducted by 16 independent consumer associations, certifications, technical testing facilities, and media houses during 2019-2023 in the UK.

US: Based on a survey of over 50 awards, accolades, and recommendations issued by independent consumer associations, media publications, and industry competitions from January 1, 2022, through January 31st, 2023, for products sold in the US by top 10 air purifier brands according to NPD Group Retail Tracking Service, Small Appliances, U.S. sales dollars Jan – Dec 2022.

What's new with Blue Max?

Blueair's #1 selling air purifier. Now up to 83%³ more powerful, quieter and smarter.



New design

Maximized the area of the filter and improved hole patterns for better performance that offers a higher Clean Air Delivery Rate (CADR) to filter out more smoke, dust and pollen in cubic feet per minute.

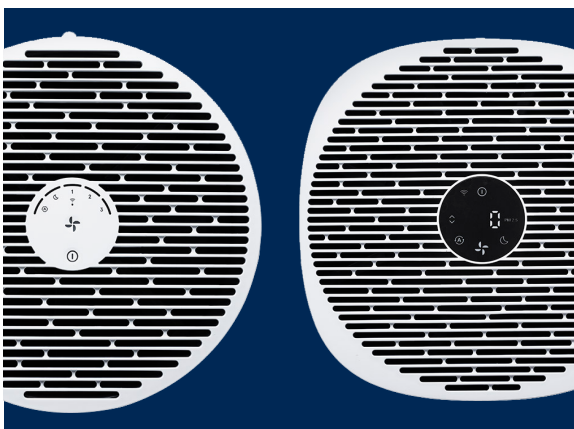
Its built-in noise shield allows the air purifiers to clean at the highest fan speed with low noise. Blue Max air purifiers are certified by QuietMark as one of the quietest, least intrusive air purifiers.



Five color AQI with auto mode

The five-color air quality indicator (AQI) uses a particle sensor to detect pollution.

Now displayed in 5 colors, consumers can easily understand the status of their indoor air quality with a single glance – blue for excellent, green for good, yellow for moderate, orange for polluted and red for very polluted.



Intuitive interface

The new models, include an intuitive two-button control making it simple and convenient to select one of the four fan speeds, including Night Mode which sets the unit at the lowest fan speed and fully dims the lights for a peaceful night of rest.

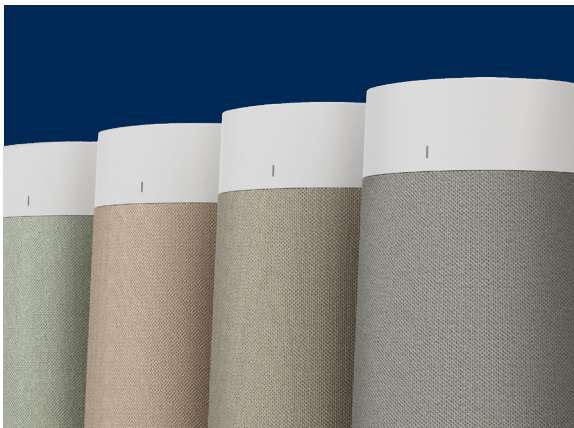
What's new with Blue Max?



RealTrack

Get more out of the filter thanks to our Blueair's proprietary RealTrack algorithm where fan speed, usage time and pollution levels are used to calculate exactly how dirty the filter is based on actual usage, and tells users exactly when to replace it.

(Does not include the 3250 auto).

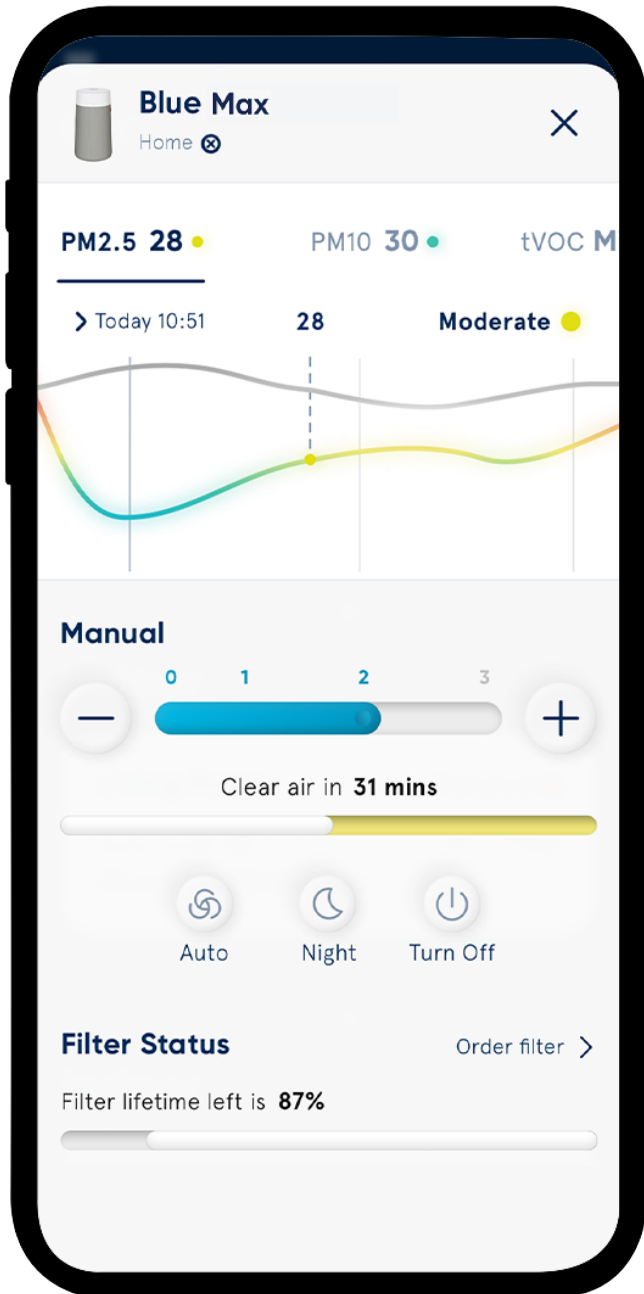


Unique fabric pre-filter

The only air purifier in the market with a personalizable fabric pre-filter.

Inspired by the latest Scandinavia furniture trend, Blue Max air purifiers arrive in the Stockholm Fog pre-filter, while Limestone, Moss, Sand and Seabed pre-filters are sold separately.

Exclusive customizable features via the Blueair app



Monitor

Stay on top of your outdoor & indoor air pollution so you can easily adjust your air purifier to maintain clean air.

Clean Air ETA shows you the progress and estimated time until air in the room is clean.

Control

Easily adjust your fan speed, LED brightness, lock display or add scheduling via the app.

Enjoy even more convenience with voice control.

App enabled and voice commands available for Blue 3250i, 3350i, and 3450i via Amazon Alexa voice control⁴

Welcome home

Using geofencing technology your air purifier will go on standby when you leave the home and turn back on when you are getting close.

¹ Comparing CADR performance of Blueair models with mechanical and electrostatic filtration vs same models with only H13 HEPA mechanical filtration.

² When similar CADR was measured, Blueair models with mechanical and electrostatic filtration achieved less noise with less energy than same models with only H13 HEPA mechanical filtration.

³ Comparing pollen CADR on high fan speed (Blue 3250 auto & 3250i vs. Blue 3210), other units may vary. Based on AHAM maximum allowable certified rating which may vary from the AHAM seal claimed value.

⁴ App connectivity is only applicable to Blue 3250i, 3350i, and 3450i