



Press Information

Blueair Introduces Energy Efficient E-Series Air Purifiers

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For Immediate Release

STOCKHOLM, SWEDEN – Blueair AB of Stockholm Sweden, and its network of over 34 distributors located throughout Europe, Asia and the Middle East, has added two new electronic in-room air purifiers that make it easy to control air quality for a clean and healthy environment indoors.

The **Blueair E Series** from Blueair AB provides users with the power to manage indoor air simply by clicking on a remote control to change speeds or set the on/off timer within a range of six meters. The remote features a change filter indicator, electronic and gas particle sensors and a self-regulating automatic mode.

The Blueair 450E and 650E Models have room size capacities of 34 m² or 65 m², with the Blueair 650E achieving the highest rating possible from the Association of Home Appliance Manufacturers Clean Air Delivery Rate Certification Program (CADR) in the United States. The CADR rating for the Blueair 650E was greater than 765 m³/hr for smoke and pollen and greater than 680m³/hr for dust for room sizes that are 65 m² in size. CADR ratings are designed to help consumers easily determine how well purifiers reduce airborne pollutants.

A digital display continuously monitors and purifies the air using a fan control and integrated electronic sensors. A convenient automatic mode

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BLUEAIR E-SERIES INTRODUCED ADD 1

regulates itself and does not need to be monitored.

The Blueair E-Series is Energy Star qualified. All units save money and help save the environment by consuming 35% less energy than other air purifiers of similar specifications, according to Blueair.

The revolutionary HEPASilent™ filter combines the best in electrostatic and mechanical filtration technology and removes 99.97% of all airborne contaminants larger than 0.1 micron in size including smoke, dust, pollen, volatile organic compounds, spores, animal hair, dust mites and odors from cooking or pets. Specially designed active carbon filters and other operational design features are unique to the industry.

“Most of us probably notice tiny particles floating through the air when a beam of sunlight shines into their homes or offices,” says Bengt Rittri, President of Blueair AB. “These particles can be dust and lint and other types of airborne contaminants. These indoor air pollutants can contribute to symptoms associated with sinusitis, asthma, allergies and other respiratory conditions. Using an air purifier in your home, office, child care centre, and other commercial establishments such as hotels and restaurants not only assures clean air but also a healthy environment.”

FEATURES OF THE BLUEAIR E-SERIES

Blueair manufactures a complete line of air purifiers that are energy efficient and environmentally sound. Additional features include:

- *Near silent operation.* The air purifiers operate as quietly as a typical desktop computer.
- *Low energy consumption.* Blueair air purifiers use 30 to 120 watts of energy depending on the setting. This is less energy than a standard light bulb.
- *Three stage progressive filters.* These trap up to six times more dirt than filters in comparable air purifiers, and are made of recyclable

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BLUEAIR E-SERIES INTRODUCED ADD 2

- polypropylene, one of the least harmful plastics on the market.
- *Five complete air changes per hour.*
- *Easy to use and clean.* Just set the desired speed and let the air purifier run. Filters only need to be replaced twice a year. Just open the lid and change filters, no screws or tools required.
- *Zero ozone emission.*
- *Visually pleasing design.*
- *Available in white or gray.*

Complete specifications for Blueair's Model 450E and 650E are attached.

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About Blueair

Blueair is one of the world's leading suppliers of room air purifiers for residential, commercial and home health use. Established in 1996, the company has earned a reputation for high quality performance and quality design. Blueair's line of eco-friendly air purifiers, are available at specialty and retail stores across the United States and Canada as well as in Asia, Europe, the Middle East and in Australia. Visit www.blueair.com for more information.

About ENERGY STAR

ENERGY STAR is a joint program of the Environmental Protection Agency and the Department of Energy In the United States to help us all save money and protect the environment through energy-efficient products and practices. The ENERGY STAR rating system for room air purifiers was established in July 2004 and offers consumers an unbiased way to gauge an air purifier's energy efficiency. Room air purifiers that qualify for ENERGY STAR are 35 percent more energy-efficient than standard models. See www.energystar.gov for more information.

About CADR

CADR, or Clean Air Delivery Rate, is a standard developed by the Association of Home Appliance Manufacturers to evaluate portable room air cleaners regardless of the particle removal technology used. See www.cadr.org for more information.

Caption

The **Blueair E Series** digital electronic in room air purifiers make it easy to control indoor air quality for a clean and healthy indoor environment. The E Series includes a remote control that allows users to change speeds and set the on/off timer from a distance of up to 6 meters. Below is a Blueair 650E air purifier, a photo of the electronic controls and a close-up of the screen and its various electronic functions.

