

Clean indoor air to get excited about at Berlin's IFA 2014 gadget show

Global indoor air cleaning technology company Blueair to unveil ultra high performance technologies removing viruses, chemicals and PM2.5 dust from indoor air

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/EINPresswire.com/ -- Berlin's annual IFA tech expo opens to the public on September 5 and this year global indoor air cleaning technology company Blueair unveils new ultra high performance technologies to clean the air of practically all viruses, chemicals and PM2.5 dust.

Blueair will display what it believes is the world's highest performing air cleaner, capable of purifying indoor air of pollutants in a closed 100 square meter (1,000 sq.foot) space in just 12 minutes flat. The Swedish company will showcase a wide range of other leading edge, contemporary looking air purifying appliances to help users from Beijing to Berlin to control and remove health and wellness threatening contaminants in homes, offices and other workspaces.

Many companies use IFA to show off new ideas and Blueair is no exception. That's why we'll be showcasing several 'all new' [air purifying systems](#) with 'breakthrough' technology and design features to help people to enjoy clean indoor air no matter how polluted the air is outdoors," said Blueair founder and CEO Bengt Rittri.



Blueair CEO and Founder Bengt Rittri believes clean air is a human right.

He says it is not just outdoor pollution such as PM2.5 entering homes and workspaces that contaminates indoor air, the regular use of household care products also build up unhealthy levels of airborne pollutants, especially in modern tightly-built, energy saving homes.

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Bengt Rittri, Blueair Founder and CEO

“The U.S. EPA says levels of several organics average 2 to 5 times higher indoors than outdoors and may be 1,000 times background outdoor levels after certain activities such as paint stripping,” noted Mr. Rittri.

“According to the EPA, exposure to VOCs can 'cause mild to severe health effects, including eye, nose and throat irritation; headaches, loss of coordination, nausea; and in some cases, cancer'.”

Blueair, which sells its acclaimed [high performing indoor air cleaners](#) in over 50 markets worldwide, says it creates a 'cleaner, healthier' indoor environment with its technology

and products 'innovated with love in Sweden'.

Discover Blueair at IFA Berlin, Germany, between 5 - 10 September in Hall 9 on Booth 107 (media days 3 - 4 September).

About Blueair

Sold in over 50 countries around the world, Blueair delivers home and office users clean indoor air for enhanced health and wellbeing faster than any competing air purifier. Thanks to its high-quality technology, energy economy, and eco-friendly design, a Blueair air purifier works efficiently and silently to remove 99.97% of allergens, [asthma triggers](#), viruses, bacteria and other airborne pollutants. www.blueair.com.

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