

Blueair Names New Leader for Product Development

Swedish indoors air purification tech company Blueair names Johan Skåntorp head of product development charged with steering its product innovation roadmap.

STOCKHOLM, SWEDEN, August 31, 2014

/EINPresswire.com/ -- Swedish indoors air purification technology company Blueair has named Johan Skåntorp head of product development charged with steering the product innovation roadmap for Blueair moving forward to 2020.

"Johan, who joins our senior leadership team with immediate effect, is one of Sweden's foremost experts on global product planning after 24 years as a senior executive at Electrolux Group," said Bengt Rittri, Blueair founder and CEO.

Noting that Mr. Skåntorp has a technology background from the KTH Royal Institute of Technology in Stockholm, Bengt Rittri added: "Johan will bring a fresh perspective to the critically important job of developing indoor air cleaning products that delight customers around the world."

Johan Skåntorp said: "Our challenge is to ensure that the indoor air cleaners we launch in the marketplace are of the highest quality and meet all the expectations of our customers. Blueair already has an impressive product line up but we will 'sweat the details' even more going forward to add new features with the latest technology for a world where indoor air cleaners will become as natural a part of the modern home as a refrigerator or vacuum cleaner is today."

“

Blueair already has an impressive product line up, but we will 'sweat the details' even more going forward to add new features with the latest technology..."
Johan Skantorp

Mr. Skåntorp stressed that Blueair's ambition is to "move in to adjacent product categories to align our offering even further with our mission".

Mr. Rittri underlined that Blueair's driving ambition is to now take the next step as the global leader in premium indoors air purification technologies and innovative solutions to jump-start new pioneering air cleaning technologies and products.



Johan Skantorp named new leader for product development

"As we continue to grow and evolve our [people-focused product innovation](#), many more positive changes lay ahead as Blueair continues to build a center of excellence organization to create and market the leading-edge clean air technologies that will transform people's health and wellbeing experience," Mr. Rittri said.

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.

David Noble
Blueair PR Communications
+44 7785302694
email us here



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

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.