

Blueair Launches New E-Model Range in Korea

Blueair, premium indoor air cleaning market leader, launches three new E-models in Korea delivering high performance and ease of use functionality.

SEOUL, KOREA, December 4, 2014 /EINPresswire.com/ -- [Blueair](#), worldwide market leader in premium indoor air cleaning technologies, is stepping up its activities in South Korea with the launch of their premium E series air purifier models delivering high performance and ease of use functionality.

"We are thrilled our top-of-the-line Blueair 650E, 450E and 270E electronic models are now available to Korean consumers, bringing them ease-of-mind benefits such as remote control and instant digital access to particle and gas levels, speed settings, and filter change status," said Bengt Rittri, CEO of Blueair, which he founded in Sweden in 1996.

Blueair International Sales Manager Jonas Holst provided journalists a detailed insight into Blueair's products, technology, international sales growth and plans for the Korean market. "Korea is an important key to Blueair's ongoing future growth," Mr. Holst said.

He noted how the Blueair 650E, 450E and 270E are designed to remove practically all indoor airborne contaminants in rooms measuring 65 square meters, 34 square meters and 22 square meters, respectively. Blueair indoor air cleaners have also received the highest Clean Air Delivery Rate (CADR) ratings, awarded internationally by the U.S. Association of Home Appliance Manufacturers, an industry organization representing manufacturers of major, portable, and floor care home appliances.

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We believe breathing clean air is a basic human right, which is why we constantly break new ground with innovative technologies and design delivering cleaner, healthier air at home, work and leisure”

Bengt Rittri, CEO and Founder, Blueair

Blueair's electronic series are to be marketed in Korea under an exclusive distributor agreement with Cosmo & Company Co., LTD (Cosmo C&C), a leading force in the Korean appliances marketplace, representing key brands such as Dyson, iRobot, OXO, Cremesso and, now, Blueair.

Mr. Rittri told South Korean journalists that Blueair occupies a unique niche in the indoor air cleaning market as a high-end brand that focuses exclusively on innovating and marketing the world's best air purifiers with a focus on design and quality.



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

"We are proud Blueair has built a solid reputation in the 50 markets where we are sold for the

efficiency of our air purifiers in removing practically all airborne pollutants such as PM2.5 dust, smoke particles, VOC chemicals, dust mites and viruses, for example,” said Mr. Rittri. He added that the effectiveness of [Blueair's unique filtration](#) technologies has led to its appliances also being used in professional environments, from medical institutions and dentist surgeries to hotels and offices, allowing people to breath air as pure as nature intended at both home and work.

“We believe breathing clean air is a basic human right, which is why we constantly break new grounds with innovative technologies and design delivering cleaner, healthier air at home, work and leisure,” said Mr. Rittri.

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