



Blueair unveils the world's most energy-efficient air purifier

Chicago, Illinois – Today Blueair, the manufacturer of high-end, Swedish-designed air purifiers, introduced the world's most energy-efficient air purifier, the Blueair ECO10. The unit is the first of its kind to address climate change issues by increasing energy efficiency and thereby significantly reducing carbon emissions.

The Blueair ECO10 runs on just 10 watts of power on high speed, adds less than \$10 a year to the average electricity bill, and is nearly 10 times more energy efficient than the U.S. Environmental Protection Agency minimum performance requirements for energy-efficient room air purifiers.

In fact, the Blueair ECO10 uses up to 95% less energy than other air purifiers in its class. According to the company's estimates, the unit effectively cleans a room that is approximately 15 feet by 20 feet for less than \$10 a year. Similar units from other air purifier manufacturers cost nearly \$200 a year to operate. This means that the Blueair ECO10 delivers savings of up to \$190 per year on an average energy bill during the first year of operation alone and, once payback is realized, additional energy savings keep accumulating.

But if energy savings aren't enough incentive, consumers have other good reasons to buy the Blueair ECO10. According to the company, when operating at the highest speed, the unit reduces carbon emissions by up to 95% compared to other air purifiers in its class. Less than 120 pounds of carbon emissions per year are issued into the atmosphere from 24/7 operation of the Blueair ECO10 compared to more than a ton (2,000 pounds or 907 kilograms) of carbon emissions produced by other air purifiers. This makes the Blueair ECO10 a sound, environmentally friendly choice.

"Reducing energy consumption and carbon emissions is an important way to contribute to sustaining energy resources now as well as in the future," says Bengt Rittri, president and founder of Blueair. "Everyone—from asthma and allergy sufferers to environmentally responsible and health-conscious consumers—can feel good about choosing a sound eco-friendly air purifier and even better by breathing cleaner indoor air."

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Cleaner indoor air using less energy is exactly what the Blueair ECO10 delivers. The unit has a filtration efficiency of 99.5% and a CADR-per-watt ratio of 19.6, the highest rating ever recorded by the U.S. Environmental Protection Agency's ENERGY STAR program. This is nearly 28% better than the next best room air cleaner. CADR stands for Clean Air Delivery Rate, which is a measure of the air purifier's ability to reduce smoke, dust and pollen particles of a specified size range from the air. This measure is then compared to the unit's energy consumption data to determine its energy efficiency.

Quality, whisper-silent operation and patented HEPASilent™ filtration technology are hallmarks of Blueair air purifiers and the ECO10 is no exception. But unlike its siblings, the Blueair ECO10 has a few innovative features that make energy efficiency and exceptional performance possible. These include a revolutionary new EC fan motor, two built-in speeds, four effective pre-filters and three main filters that can be vacuumed to extend its service life, thereby reducing the frequency of filter replacement.

What's more, during operation, the unit produces no ozone by-products. At the end of its lifecycle, the entire unit including the polypropylene filter is recyclable. Another big advantage: the ECO10 comes with a limited lifetime warranty.

"The Blueair ECO10 is ecological, economical and eco-friendly," explains Chan Tinkle, executive vice president of Blueair. "Consumers who choose environmentally conscious lifestyle products can buy with confidence, knowing that the ECO10 is designed to clean indoor air effectively over its entire service lifetime."

High-resolution images are available at www.blueair.com/eco10

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Editor's notes

The Blueair ECO10 combines patented HEPASilent filter technology with a superior EC fan motor to deliver markedly higher energy efficiency than conventional air purifiers. Far better than conventional motors, the electronically commutated (EC) fan motor provides higher efficiency, efficient speed control, better temperature control and longer service life. All this contributes to a higher rate of air exchange and impressive energy-saving performance.

About Blueair

Blueair Inc. is a subsidiary of Blueair AB, one of the world's leading suppliers of residential air purifiers. Established in 1996, the company is now in its 11th year of delivering best-in-class air purification systems. 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. See www.blueair.com for more information.

About ENERGY STAR

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy 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.

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