Air Purifier

Breathe freely

Let fresh air out

Hello!

Blue® is good for you

- Cleans room air of irritants and pollutants
- Adapts to the style of your home
- No-hassle maintenance
- Energy-efficient design
- Easy to use

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The biggest breath of fresh air you can get. Indoors.

Welcome the newest health-conscious member of your family into your home

Meet Blue, your room air's best friend. The air purifier Blue filters your room air so it is free of pollen, dust, pet dander and smog. Because indoor air is about five times – and sometimes up to 100 times – more polluted than the air outside. And when you spend 21.5 hours every day inside, every breath you take counts.*

Fresher air indoors does you good. Not only does it ease allergy and asthma symptoms, it also brings an overall sense of well-being into your home, making you feel more alert and alive. Breathe freely.

Welcome to the clean air generation

* Sources: World Health Organization and the U.S. Environmental Protection Agency.

Fresh-air enthusiasts feel right at home

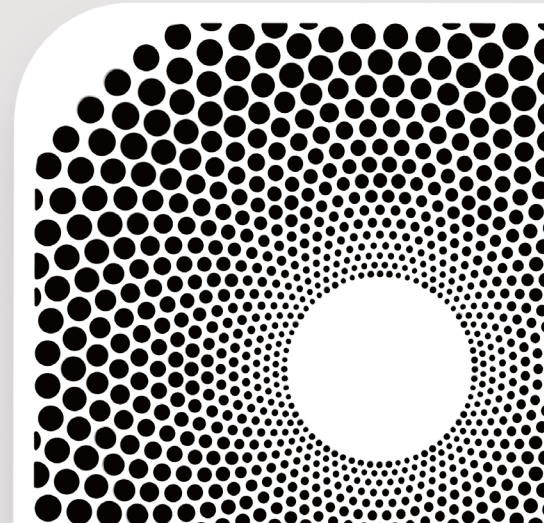
Love fresh air? Take comfort in knowing that Blue will make a big difference in improving your indoor air quality.

Like it or not, outdoor air pollution constantly finds its way into your home. Plus common household items are no longer made of natural materials but synthetic substances made artificially by chemical reactions. And these man-made substances, whether cleaning agents or paints and carpets, release contaminants into the air. So you can't always let fresh air in.

Let fresh air out indoors with Blue. Every 12 minutes, Blue replaces the entire volume of air in the room with air that's virtually contaminant-free.* It's that simple.

In with Blue, and out comes fresh air.

*Blue removes virtually all airborne contaminants including smoke, dust and pollen from a standard 50-square-meter or 540-square-foot room at a rate of 590 cubic meters per hour or 350 cubic feet per minute. This is also known as the Clean Air Delivery Rate (CADR). www.cadr.org



Blue's air outlet lets fresh air out

What Blue can do for you

A healthier start

Blue purifies the air before you and your loved ones breathe it in.

Sneeze less

Blue removes airborne pollen and allergy triggers and significantly reduces hay-fever symptoms.

Breathe freely

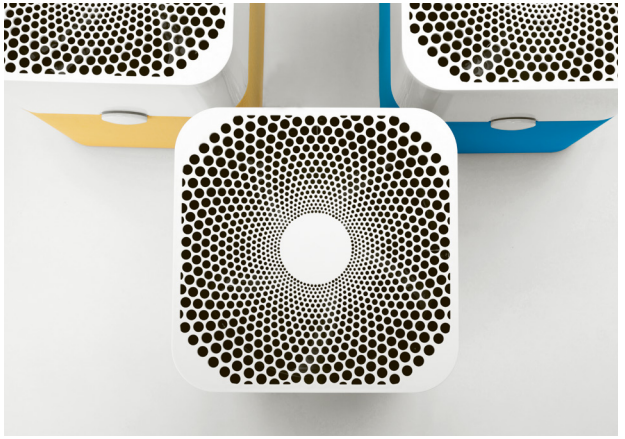
Blue removes airborne contaminants like smog and traffic exhaust that seep into your home.

Clean less

Almost all airborne particles adhere to Blue's main filter, so less sticks to the surfaces of your furniture and floors.

Let your pets play

Blue removes airborne pet dander and odors.



Unclutter your air

Bring a little extra freshness into your life

With a little work, it's easy to unclutter the mess you can see at home. By removing tiny and potentially harmful airborne particles from the air you breathe, Blue now makes it easy to unclutter what you can't see, too.

Blue has a Clean Air Delivery Rate (CADR) of 350. This number means that Blue removes smoke, dust and pollen from your room air at the rate of 350 cubic feet per minute or 590 m3/h.* That's faster and more efficiently than any other room air purifier.

How is that possible? The secret lies in Blue technology that combines mechanical and electrostatic filtration with a powerful energy-efficient fan.
So Blue captures more airborne particles that are smaller in size, faster than almost all other air purifiers.

*The higher the CADR number, the more efficiently the removal of airborne contaminants.

Color your world

Color me blue. Or pink. Or yellow. Or go oh-so-subtle dark grey. Choose a Blue personality to liven up a room with color, or blend in effortlessly into any décor or living environment.

But don't let good looks fool you. These stylish fabric covers function as pre-filters, trapping large airborne contaminants. Plus they're washable and easy to clean.

Whatever you choose, you can count on the unparalleled combination of sleek form, unmatched performance and super quiet operation.

And take care of it, too

Take care of our world. Energy-efficient Blue uses not more electricity than a light bulb. It's completely recyclable, too. At the end of its useful life, the main filter goes to plastic recycling so it can be made into something new. The same is true of the top portion of the unit, which goes to electronics recycling.

Never sleeps so you can

Blue runs all night to make sure the air you breathe is clean. Yet its hushed operation goes unnoticed. Set Blue to low speed before you sleep. After 15 seconds, the blue diode lights indicating highly efficient operation dim to a soft glow.

The quiet overachiever

Blue works constantly to deliver cleaner air into the rooms in your home. But unlike most Type A personalities, Blue doesn't need to be told to be quiet. It just keeps working, never making more noise than a soft whisper.*

*Blue sound levels vary from 31 to 56 dB(A) depending on the operating speed.

No-hassle maintenance

Make sure you always breathe the purest possible air. When it's time to change the filter, the Blue indicator light turns red. Simply click the side buttons to lift off the top, then put the top onto the new filter until it clicks. Done!

Easy to use: One touch does it all

Just plug it in and turn it on. With one touch, you automatically set Blue to the recommended energy-efficiency operating speed. Then let Blue run 24/7 to provide you and yours with clean air.

Touch it again for medium speed. And again for high speed for high pollution or high pollen days. Time to turn it off? Just touch the button again.

Blue enhances the well-being of people who care about their health and only want to breathe the best quality indoor air possible.

Eye-catching, performance-driven products from Blue improve the quality of your indoor air and make you feel more alert and alive, today and tomorrow.

Breathe freely

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