



## PRESS RELEASE – for immediate release

Swedish Trade Minister Eva Björling inaugurates new joint venture in China and office in Shanghai for Sweden's booming Blueair air purification company that has seen business in China rocket 100% in the past 12 months.

# Swedish clean indoor air firm Blueair cleans up in China

Stockholm, Sweden, 20 September 2012 – China's top retail stores are queuing up to sell indoor air cleaners made by Sweden's premium home and commercial indoor air purification manufacturer, Blueair. The inauguration of a new joint venture and opening of a brand new office in Shanghai by Swedish Minister of Trade Eva Björling last Friday signaled the company's intent to stretch its presence across China to grow business and extend business coverage.

"Today Chinese consumers can find Blueair's award winning air cleaners in around 200 department stores in 25 Chinese provinces and 43 cities and our new joint venture and our new office in Shanghai will enable us to grow our sales and logistics network to more actively steer operation in the dynamic Chinese marketplace," says Bengt Rittri, Blueair founder and principal. Since commencing sales in China in 2005, the Chinese market has grown to be Blueair's second largest territory after the United States."

Mr. Rittri added: "Because of the fast growing awareness about the potential hazards of breathing polluted indoor air and the extent of the problem in China's heavily industrialized urban areas, we are seeing enormous interest in our air cleaners that successfully remove all harmful substances from the air faster than any competing products. These substances encompass everything from viruses and bacteria to allergy and asthma causing particles or dust mites."

With its products in more retail stores than almost any other Swedish company in China, the new Blueair Chinese organization will ensure close proximity to retail and end consumer customers at all times. Blueair's Shanghai office brings together a dedicated team of Chinese and Swedish employees who will share responsibility for handling a wide array of business operations including administration, purchasing, quality management, sales and logistics.

###

For more information contact:

China Office Publicity Contact  
Elaine Lee, Blueair China Marketing Manager  
M: +86 (21) 6091 0981  
E: elaine.lee@blueair.cn

---



Blueair Head Office Publicity Contact  
Jonas Holst, Blueair Global Head of Sales and Marketing  
M: +46 70 459 60 65  
E: [jonas.holst@blueair.se](mailto:jonas.holst@blueair.se)

Public Relations  
David Noble, TKGB Publicity, London, UK  
Tel: +44 7785 302 694  
Email: [david.noble@tkgb.co.uk](mailto:david.noble@tkgb.co.uk)

### About Blueair

Sold in over 50 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove 99.97% of allergens, asthma triggers, viruses, bacteria and other airborne pollutants. For more information about Blueair, please visit [www.blueair.com](http://www.blueair.com).

---

#### Blueair AB

Danderydsgatan 11, SE-114 26 Stockholm, Sweden  
Tel: +46-8-679 45 00, Fax: +46-8-679 45 45  
[info@blueair.se](mailto:info@blueair.se)

#### Blueair Inc.

17 N. State, Suite 1830, Chicago, IL 60602  
Phone: (888) blueair (1-88-258-3247), Fax: (312) 727 1153  
[info@blueair.se](mailto:info@blueair.se) [us.blueair.com](http://us.blueair.com)

#### Blueair (Shanghai) Trading Co., Ltd.

Rm 1005 City Gateway, No. 398 North Caoxi Road,  
Xuhui Dist., Shanghai  
Phone: +86 (21) 6091 0981, Fax: +86 (21) 6091 0989  
[info@blueair.cn](mailto:info@blueair.cn) [www.blueair.cn](http://www.blueair.cn)