

# ALL-NEW BLUE PURE 221

## THE EASY-GOING AIR PURIFIER.





# Just plug it in and breathe clean air ever after.

Here's the paradox:

As health-conscious people, we invest pretty much time, effort and money in our lifestyle.

We try to exercise regularly, make sure to get enough sleep, and maybe even follow a special diet. Yet many don't think about the most common resource our bodies use – air.

The good news is you don't need to worry. Now there is the all-new Blue Pure family, designed to be a convenient shortcut to breathing perfectly clean indoor air. Just place your air purifier anywhere, plug it in, and let it remove particles and contaminants – as well as all worries about your air quality.

Say hello to the air purifier that will change your view of air purifiers forever. With high performance, no-hassle maintenance and good looks.

CLEANS  
**50m<sup>2</sup>**  
**540ft<sup>2</sup>**  
5 TIMES / HOUR

**360°**

**AIR INTAKE**  
(Place it where you want)



# Welcome to the great indoors.

Research shows that indoor air is up to five times more polluted than outdoor air. Blue Pure 221 cleans the entire volume of air in a 50 m<sup>2</sup> (540 ft<sup>2</sup>) room completely five times per hour – and keeps it perfectly clean.

Creating your personal safe haven, with air as clean as at the greatest outdoor locations on earth. If your room is smaller, the air gets cleaned even faster and more often.

## Hi, fan fans!

Thanks to its unique 360° air intake, Blue Pure 221 draws air into the filter from all four sides. This makes it fully efficient wherever you place it.

And since we're big fans of big fans, we installed the biggest fan in its class.

4.4m<sup>2</sup>  
47ft<sup>2</sup>

FILTER AREA



ODOR-EATING  
CARBON FILTER



# Huge filter area – 4.4 m<sup>2</sup> (47 ft<sup>2</sup>).

The entire bottom half of the Blue Pure 221 consists of an advanced filter. Millions of ultra-thin fibers of different sizes in different layers make it less dense than ordinary filters. Resulting in less clogging, higher airflow and lower noise.

Using both mechanical and electrostatic filtration, the filter catches virtually every airborne contaminant down to a virus in size: pollen, dust, pet dander, mold spores, smoke, allergens and bacteria.

When you finally have to replace the filter, you don't have to be an engineer. All you need is two index fingers and one click.

# Odor-eating active carbon.

If you need, the Blue Pure 221 can vitalize even your busiest rooms, where lots of people meet. The

optional combination filter with active carbon is effective against odors, gases and VOCs.

OPTIONAL  
PRE-FILTER COLORS



DIVA BLUE  
+ DARK SHADOW  
INCLUDED



ONE-BUTTON  
CONTROL





# No hassle in your castle.

Intuitive one-button control makes the Blue Pure 221 really easy to use. Just plug it in and turn it on. Your first touch on the single button automatically sets it to the recommended operating speed.

Furthermore, Blue Pure 221 is whisper silent. It makes lower noise than human breathing, which means you can even run it in your bedroom.

Talking about discretion: There's no annoying diode light either. Just seven seconds after changing speed, the blue indicator fades automatically. It lights again instantly to guide you when you touch the button.

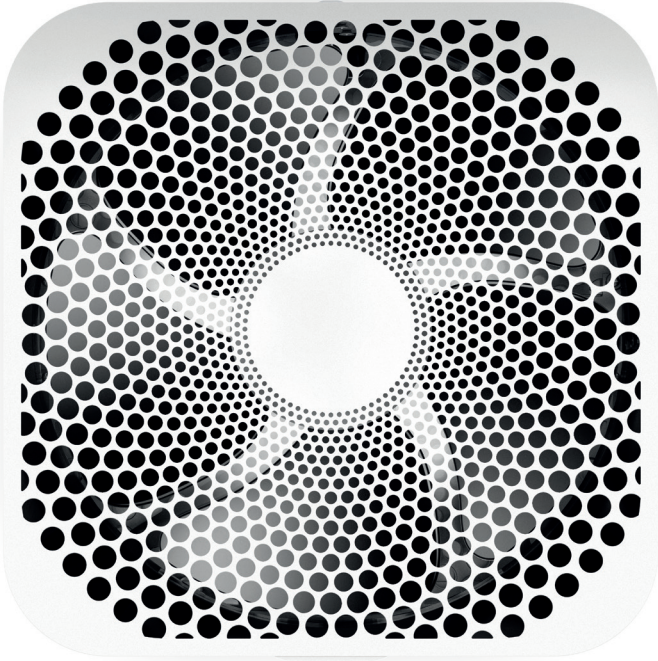
Running the unit 24/7 uses as little energy as a light bulb. Since all material is fully recyclable, you could argue that Blue is in fact green.

# Redo it yourself.

Thanks to optional fabric pre-filters in different energizing colors, you can easily redecorate your room in seconds. Bonus: The pre-filter catches larger particles, extending the life of the main filter.

Just gently vacuum it or put it in your washing machine when it requires cleaning. (If you prefer the look of our high-quality steel mesh, you can of course use your Blue Pure 221 without any pre-filter.)

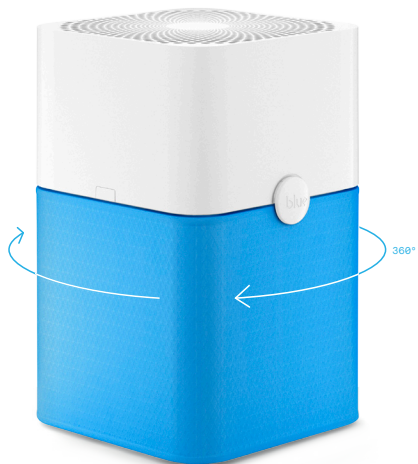
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1. Powerful fan that covers 50 m<sup>2</sup> (540 ft<sup>2</sup>).
2. Pre-filter in different colors.
3. Unique 360° air intake for best-in-class performance.
4. Super easy one-button control.

4



# Welcome to the great indoors.

Blueair was born on a rock in the Swedish archipelago in 1996. Engineer Bengt Rittri took a deep breath and thought: "What if everyone, everywhere in the world, could experience this feeling?" Since then, Blueair has become

the world leader in air purifying technology. Today we provide perfectly clean air to people in more than 60 countries. But we aren't satisfied until everyone, everywhere, is able to breathe like our founder did that day.



DIMENSIONS	HEIGHT:	522 MM (20.5 IN)	
	WIDTH:	330 MM (13 IN)	
	DEPTH:	330 MM (13 IN)	
W. PARTICLE FILTER	WEIGHT:	7 KG (15.4 LBS)	
W. PARTICLE + CARBON FILTER	WEIGHT:	8.3 KG (18.3 LBS)	
ROOM SIZE		50 M <sup>2</sup> (540 FT <sup>2</sup> )	
CLEAN AIR DELIVERY RATE (CADR)	SMOKE	POLLEN	DUST
	350 CFM	350 CFM	350 CFM
	590 M <sup>3</sup> /H	590 M <sup>3</sup> /H	590 M <sup>3</sup> /H
AIRFLOW RATE		170-420 CFM (290-700 M <sup>3</sup> /H)	
AIR EXCHANGE		5 PER HOUR (50 M <sup>2</sup> OR 540 FT <sup>2</sup> ROOM)	
POWER USAGE		30-61 WATTS	
NOISE LEVEL		31-56 DB(A)	
AVERAGE FILTER SERVICE LIFE		SIX MONTHS <sup>1</sup>	
WARRANTY		LIMITED WARRANTY	
SO EFFECTIVE IT EVEN REDUCES OZONE.			

CERTIFIED RATINGS AS STATED ARE BASED ON U.S. VERSION MODELS (120VAC, 60HZ) WITH 'BLUE PURE 221 PARTICLE FILTER'. RATINGS MAY BE AFFECTED BY USE OF OTHER FILTER MODELS.

<sup>1</sup>DEPENDENT ON AIR QUALITY IN THE AREA OF USE, THE FILTER LIFETIME WILL VARY.