



PRESS RELEASE – for immediate release

The European Police Mission in Afghanistan, EUPOL, has purchased 100's of the world's fastest air cleaning indoor air purifiers to battle airborne pollutants such as dust and smoke in Kabul, regarded as one of the most polluted cities in the world.

## A Breath of Clean Air For Afghan Police Officers And Their European Advisors

Stockholm, 13 December, 2011 – Blueair, leading global manufacturer of premium air purifiers, has delivered 425 of its top-of-the-range air cleaners together with a years supply of 425 replacement filters to the European Police Mission, EUPOL, in Kabul, Afghanistan, a city with one of the worst air pollution problems in the world.

"Contributing to the health and wellbeing of the police officers serving in very difficult conditions with the European Police Mission in Afghanistan is something we feel great pride about. We know EUPOL made the right choice in choosing Blueair indoor air purification appliances that clean more air faster of all airborne pollutants such as dust, smoke, viruses, pollen and mold spores than any of our competitors," says Herman Pihlräd, Blueair chief executive.

EUPOL is closely involved in the reform and training of the Afghan national police at the new Kabul Staff College, situated in central Kabul. The Afghan capital suffers a constant haze of air pollution, resulting in part from fires being lit by the millions of war refugees who have fled the countryside, which government officials have said contributes to many and sometimes fatal respiratory diseases<sup>1</sup>.

"Thanks to their extremely low energy consumption, our long-lasting air purifiers produce clean air 24/7 at very little cost. Incorporating Blueair's patented HEPASilent™ filtration technology, our unique hi-tech filter and ion particle-charging process outperforms any competing air cleaning solution thanks to a low density filter generating less air pressure in the unit, which gives ultra low noise levels and energy consumption," Mr. Pihlräd says.

Blueair's whisper quiet, long lasting air cleaners met the high criteria demanded by EUPOL, including zero ozone emissions, 99% minimum system filtration efficiency, a gas and odor eliminating filter, a filter exchange indicator and certification by independent EU/US based organizations. Blueair's durable appliances have been tested by independent organizations such as the U.S. Association of Home Appliance Manufacturers (AHAM) and are proven to produce outstanding results when filtering out *both* particles and gases and odors.

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<sup>1</sup> <http://thewatchers.adorraeli.com/2011/06/14/air-pollution-in-kabul-is-a-bigger-killer-than-war/>



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### 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 allergens, asthma triggers, viruses, bacteria and other airborne pollutants from indoor environments faster than any other competing products in the marketplace. Founded in 1996, Blueair has production facilities in China, Sweden and the USA. For more information about Blueair, please visit [www.blueair.com](http://www.blueair.com).

### NOTES FOR EDITORS

Since being founded in Sweden in 1996, Blueair has become a global success story with hundreds of thousands of satisfied customers around the world. Blueair's two largest markets are the USA and Japan. The company has won multiple international awards for design and performance bearing witness to the company's success at addressing the problems associated with indoor air polluted by allergens, viruses and bacteria. Blueair has initiated a 'Clean Air Is A Human Right' campaign to raise awareness about the health risks posed by indoor air pollution following a recent estimate by the World Health Organization (WHO) that over 2 million people die each year as a consequence of bad interior air quality.

Blueair products undergo third party testing by the U.S. Association of Home Appliance Manufacturers (AHAM) and its Clean Air Delivery Rate (CADR) program to independently verify the performance of its products.

The Blueair air cleaners supplied to EUPOL comprise 350 units of its 450E model, suitable for rooms up to 370 square feet (34 m<sup>2</sup>), and 75 units of the Blueair 650E model, suitable for rooms up to 698 square feet (65 m<sup>2</sup>). Both the 450E and 650E air cleaning models from Blueair utilize the same technology, including HepaSilent, galvanized steel construction, and easy maintenance. Blueair's E series have gas and particle sensors that monitor air quality and adjust speed in AUTO mode or allow 3 speed manual selection, remote control, filter indicator and a timer.

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