

# Blueair Founder & President shares insight on company success

Recently, *Floor Care Professional* (FCP) had an opportunity to talk with Blueair Founder and President Bengt Rittri (BR) about his growing company and his desire to continue building "the world's greatest air purifiers." Blueair has been an industry leader since its founding in Stockholm, Sweden, in 1996. Today Blueair is sold in more than 35 countries worldwide and its North American operations are headquartered in Chicago, IL.

**FCP:** Can you describe Blueair as a company?

**BR:** Blueair was founded in 1996 and for the past 14 years, we have been devoted to designing and manufacturing the best air purification systems in the world. We are an innovative company dedicated to health, design and function. Our award-winning products help relieve the discomfort of allergy and asthma symptoms and help enhance respiratory health and well-being for anyone. We have a reputation in the industry for high performance, technological innovation and quality design. The Blueair MD Professional is our top selling product for commercial and industrial use.

**FCP:** What is Blueair's role in the hospital environment?

**BR:** According to the U.S. Center for Disease Control and Prevention, healthcare acquired infections (HAIs) are responsible for 90,000 plus deaths annually. HAIs are serious and, in part, nurtured by poor air quality, especially in post-operative areas. Poor air quality often fosters infections such as staphylococci and viruses that can cause complications during hospital stays. For the patient, a serious blood stream infection from bacteria can add almost tens of thousands of dollars to a hospital bill. An in-room-air purifier, such as our Blueair MD Professional, is critical to help supplement air ducts and other type of ventilation systems in hospitals, medical facilities and other commercial industries.

**FCP:** What distinguishes your product from the competition?

**BR:** The Blueair MD Professional is an exceptional air purifier. It offers commercial quality, reliability, and performance. Additionally, it provides maximum control of airborne contaminants and is ideal for the hospital environment. The company has received rave reviews from hundreds of hospitals and commercial industries we currently service. Blueair units are made of galvanized steel housing as compared to plastic in competitive units. Nothing but the best materials go into high quality Blueair air purifiers.

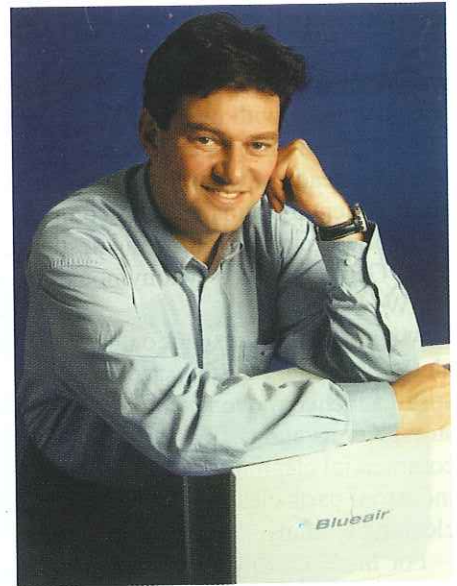
**FCP:** How would you compare the position of your product and technology against the current market?

**BR:** The Blueair MD Professional is the market leader in the category and the company has exceeded sales expectations on many levels. It continues to outperform the competition. First, Blueair MD Professional is the better choice for hospitals. It is a better buy, period. The initial investment is 20% less than other air purifiers in its class and much more effective in removing

airborne impurities. It is also more economical for the end user. It uses up to 55% less energy than comparable units and these savings accumulate over the lifetime of the product.

**FCP:** To what do you attribute your company's success?

**BR:** Blueair is known for its innovation and its dedication to health and wellness. Our goal has always been to make the best air purifier in the world and we have. Since our company's founding in 1996, the main goal has always been on uncompromised quality and creating healthier environments for consumers. We are on the cutting edge and always trying to find better, more green design choices. The company is proud of its heritage and many industry firsts. In fact, we were among the pioneers that helped the Association of Home Appliance Manufacturers establish the Clean Air Delivery Rate (CADR), a standard recognized by the U.S. Environmental Protection Agency and The American Lung Association as the certification system of choice to evaluate room air cleaner performance.



*Blueair Founder & President Bengt Rittri*

**"We are on the cutting edge and always trying to find better, more green design choices."**

*--Bengt Rittri, Blueair Founder*

**FCP:** What is your current product emphasis?

**BR:** The emphasis is Green. As the president of the company, I am personally devoted to the green movement shaping business nationally and internationally. The company's brand charter is on the environment and manufacturing green products. The Blueair MD Professional adds to the green movement by providing our customers with the ability to purchase air purifiers that clean the air, as well as conserve energy. This product is one of the most energy efficient products in the marketplace and, like the rest of our line, has earned the EPA's Energy Star certification. As a greater emphasis on our environment and saving energy is demanded by consumers, we are doing our part by offering products that can truly be called green. We will continue to bring to market high quality, innovative, energy efficient products! ❖

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