



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.

Blueair AB
Karlavägen 108
115 26 Stockholm
Sweden
Tel: +46 8 679 45 00

www.blueair.com



ALL-NEW BLUE PURE 221 THE EASY-GOING AIR PURIFIER.



CLEANS
**50m²
540ft²**
5 TIMES / HOUR

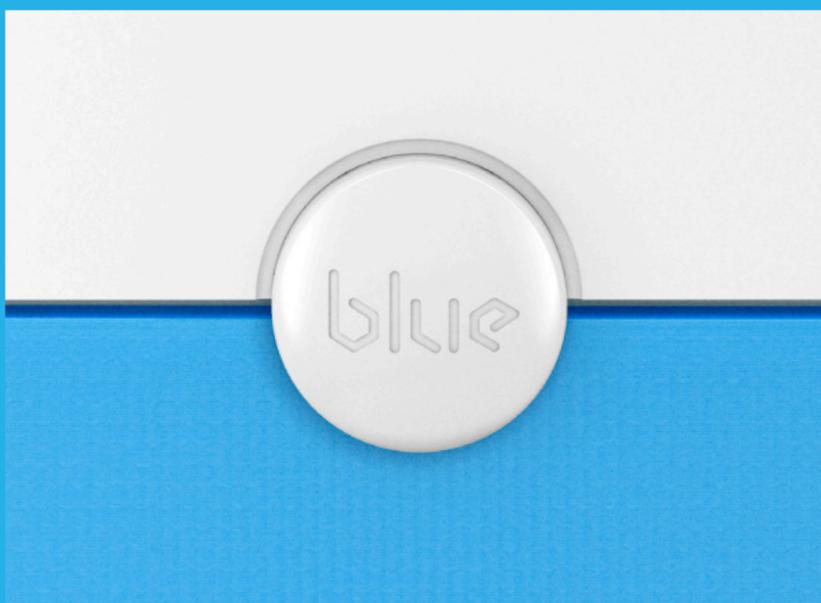
360°
AIR INTAKE
(Place it where you want)

OPTIONAL
PRE-FILTER COLORS



DIVA BLUE
+ DARK SHADOW
INCLUDED

blue
by Blueair



Just plug it in and turn it on. Yes, it's really that simple.

All-new Blue Pure 221 cleans the entire volume of air in a 50 m² (540 ft²) 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.

Huge 4.4 m² (47 ft²) filter area.

The entire bottom half of the air purifier consists of an advanced filter. 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.

The optional combination filter with active carbon, even removes odors, gases and VOCs. And thanks to the unique 360° air intake, Blue Pure 221 is fully efficient wherever you place it.

Redo it yourself.

The fabric pre-filter comes in different energizing colors, so you can easily match your interior design style – or redecorate your room in seconds.

Bonus: The colorful fabric 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 to enjoy the good looks of the steel mesh underneath, you can of course use Blue Pure 221 without any pre-filter.)



Easy to personalize with
several pre-filter color options.

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 ²	(540 FT ²)
CLEAN AIR DELIVERY RATE (CADR)	SMOKE	POLLEN	DUST
	350 CFM	350 CFM	350 CFM
	590 M ³ /H	590 M ³ /H	590 M ³ /H
AIRFLOW RATE		170-420 CFM	(290-700 M ³ /H)
AIR EXCHANGE		5 PER HOUR	(50 M ² OR 540 FT ² ROOM)
POWER USAGE		30-61 WATTS	
NOISE LEVEL		31-56 DB(A)	
AVERAGE FILTER SERVICE LIFE		SIX MONTHS ¹	
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 211+ PARTICLE FILTER'. RATINGS MAY BE AFFECTED BY USE OF OTHER FILTER MODELS.

¹DEPENDING ON AIR QUALITY IN THE AREA OF USE, THE FILTER LIFETIME WILL VARY.

No hassle in your castle.

Everything about the Blue Pure 221 is made for your convenience – including intuitive one-button control, whisper silent fan and super-easy filter change. It's even fully recyclable and uses only as little energy as a light bulb!