

Blue Max - The upgrade

Faster. Quieter. Smarter.

1996 est
Swedish
archipelago



Our Purpose
Clean air for
the next generation

Blueair



Our journey



1996

Blueair founded
Bengt Rittri



1997

First air purifier
launched
HEPASilent™
technology



2002

Blueair 601, with the
Highest CADR rating
ever by AHAM, launched



2007

ECO10, rated the most
energy-efficient air
purifier in the world by
the EPA, launched



2016

Blueair was acquired
by **Unilever**



2017

Blueair recognized as **Best-in-Test** by US Consumer Reports and Testfakta



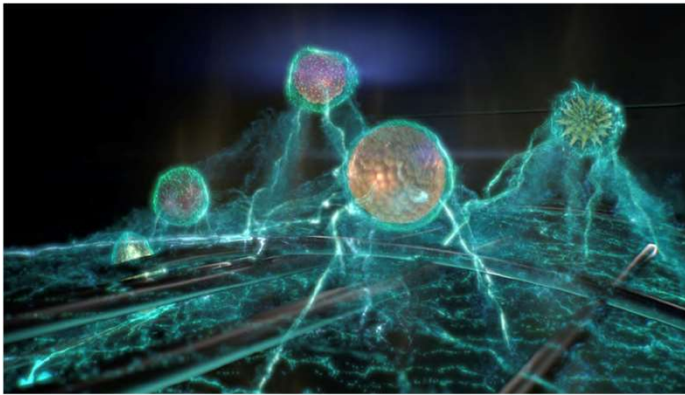
2024

Blueair recognised as **Most Awarded** Air Purifier in the USA



Blue Max

Faster. Quieter. Design. Smarter.



HEPASilent™ technology

Maximum filtration, minimum noise
Our core technology – **faster and quieter**



Unique Design

Seamlessly fits/blend into your home:
The only line of air purifiers with a customizable fabric pre-filter.



Smarter

Intuitive display with air quality indicator in 5 colors, convenient auto mode, app control, scheduling, accurate filter usage and voice control.

New Blue Max Focus

Brand Promise

Keep the haze out

Main Claim

Faster. Quieter. Smarter.

Messaging Pillars

Faster.

up to **2 times faster** in cleaning
(vs Blue Extension)

Quickly clean up a 20m² room in 12.5 mins

Quieter.

Blue Max works even **quieter than whisper**

Certified Quiet
The quietest air purifiers certified by Quiet Mark

Removal Performance

Four layers of filtration work together to achieve up to **99.99%** filtration efficiency, effectively **removing all types of pollutants** including allergens, pet dander, dust mite allergen, fine particles, mold, pollen, viruses & bacteria, and reduces gases and odors.

Unique Design

Ultimate flexibility with a lightweight, compact **Swedish design** and **customizable fabric pre-filter** that seamlessly blends into home décor.

The **360° air intake** ensures optimal performance no matter where you place it!

Smarter.

With intuitive display, **auto mode, app control**, scheduling, filter tracking, **Alexa compatibility**, and **geofencing technology**, you're in control of your air quality.

So what's new on Blue Max?

- Softer, more seamless look
- Increased filter to motor ratio
- Upgraded pre-filter material
- Lower noise level against similar competitor models
- Intuitive interface with premium design & finish
- Newly designed outlet
- Auto Connect generation – new Wifi capability
- **RealTrack:** "Smart" filter usage tracking



Upgraded Product Design and New features

Newly designed outlet

Optimized for performance, outlet's unique playfulness is now expressed by a non-symmetrical pattern of supporting ribs, that creates a harmonical, yet playful/unique design appearance.



Simple user interface & Wi-Fi

Despite additional features being added, new Blue's two-button interface still maintains the simplicity and the ease of use the range is well known for. Added Wi-Fi enables remote functionality via app.



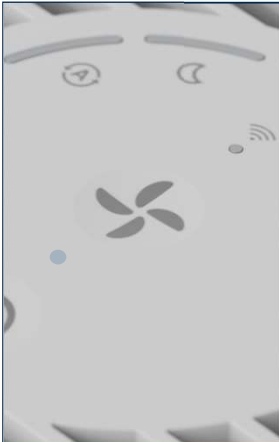
Five color AQI with Auto mode

Equipped with a LED sensor that monitors real-time air quality conditions and auto-adjust to optimize performance guaranteeing clean air.



RealTrack

The smart filter algorithm accurately calculates the remaining lifetime based on fan speed, usage time and pollution levels. When it is time to replace the filter (up to 9 months), the filter replacement AQI turns red and push notification is sent.



Fabric pre-filter

Inspired by the latest furniture trends to blend in with home interior. Light grey color is carefully chosen to match the expression of Scandinavian design aesthetics.



Child lock & brightness control


Now possible to control from the physical UI as well.



Blue Max – 3250i Model no:110178 RRP: \$279

Specifications	
Room Size (AHAM)	20m ²
Room Size (NRCC)	62m ²
Weight	3.39kg
CADR (Smoke)	239m ³ /h
CADR (Dust)	239m ³ /h
CADR (Pollen)	239m ³ /h
Air Changes Per Hour	Up to 5x
Filter Replacement Indicator	Yes
Settings	Auto - 1, 2 and 3 speeds
Integrated air sensors	Yes, particle sensor
Power consumption	2.5 -20 watts
Sound Level	18 - 46 DB(A)
Air Inlet	360°
Dimensions	48 x 26.9 x 26.9 cm

SLEEP WITHOUT DISRUPTION



- Noise levels are no louder than a whisper on the lowest speed (18 dB) and equivalent to the noise level of rainfall on the highest setting (46 dB)
- Up to 2 times faster in cleaning vs Blue Extension

HEPASILENT ULTRA™ TECHNOLOGY





- **Blueair HEPASilent Technology** captures 99.97% of all airborne particles down to 0.1 microns in size.
- Its revolutionary combination of advanced filter media and an encapsulated particle-charging chamber ensures that your Blueair air purifier delivers results far superior to mechanical or electrostatic technology alone. (PM2.5)

CLEAN AIR AT THE TOUCH OF A BUTTON



- The one-touch enabled Auto mode is designed to help you maintain a comfortable home environment.
- Stay up to date on your air quality with the LED display; it changes color to indicate good, moderate, or poor.

Blue Smart App





- Download the app and take control Designed with smart features like Clean air ETA® and real-time pollutant tracking, you can be sure your air is always clean.
- Filter Usage Updates
- Using geofencing technology, your air purifier will go on standby when you leave the home and turn back on to Auto mode when you are getting close.

Advanced Filter Technology



- **Fabric Pre-filter** - catches large particles like pet hair, dust
- **Smart RFID chip** - superior performance with data-based filter lifetime tracking.
- **Particle Filter** - removes airborne particles, like pollen, dust, pet dander, and more.




Model No: 110410 RRP: \$60
Filter for the Blue 3250i

Blueair Reduces 99.9998% airborne SARs-CoV-2 in Testing
Efficacy Laboratory testing at MRIGlobal has shown HEPASilent filtration technology showed a reduction of greater than 99.998% in the of SARS-CoV-2 viable viral aerosol.

Blue Max – 3450i Model no:110179 RRP: \$429

Specifications	
Room Size (AHAM)	43m ²
Room Size (NRCC)	133m ²
Weight	3.59kg
CADR (Smoke)	510m ³ /h
CADR (Dust)	510m ³ /h
CADR (Pollen)	510m ³ /h
Air Changes Per Hour	Up to 5x
Filter Replacement Indicator	Yes
Settings	Auto - 1, 2 and 3 speeds
Integrated air sensors	Yes, particle sensor
Power consumption	4 - 38 watts
Sound Level	23 - 50 DB(A)
Air Inlet	360°
Dimensions	53.4 x 31.8 x 31.8 cm

SLEEP WITHOUT DISRUPTION




- Noise levels are no louder than a whisper on the lowest speed (18 dB) and equivalent to the noise level of rainfall on the highest setting (46 dB)
- Up to 2 times faster in cleaning vs Blue Extension

HEPASILENT ULTRA™ TECHNOLOGY



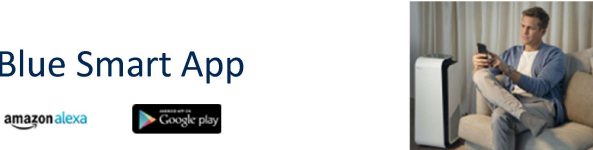
- **Blueair HEPASilent Technology** captures 99.97% of all airborne particles down to 0.1 microns in size.
- Its revolutionary combination of advanced filter media and an encapsulated particle-charging chamber ensures that your Blueair air purifier delivers results far superior to mechanical or electrostatic technology alone. (PM2.5)

CLEAN AIR AT THE TOUCH OF A BUTTON



- The one-touch enabled Auto mode is designed to help you maintain a comfortable home environment.
- Stay up to date on your air quality with the LED display; it changes color to indicate good, moderate, or poor.

Blue Smart App




- Download the app and take control. Designed with smart features like Clean air ETA[®] and real-time pollutant tracking, you can be sure your air is always clean.
- Filter Usage Updates
- Using geofencing technology, your air purifier will go on standby when you leave the home and turn back on to Auto mode when you are getting close.

Advanced Filter Technology

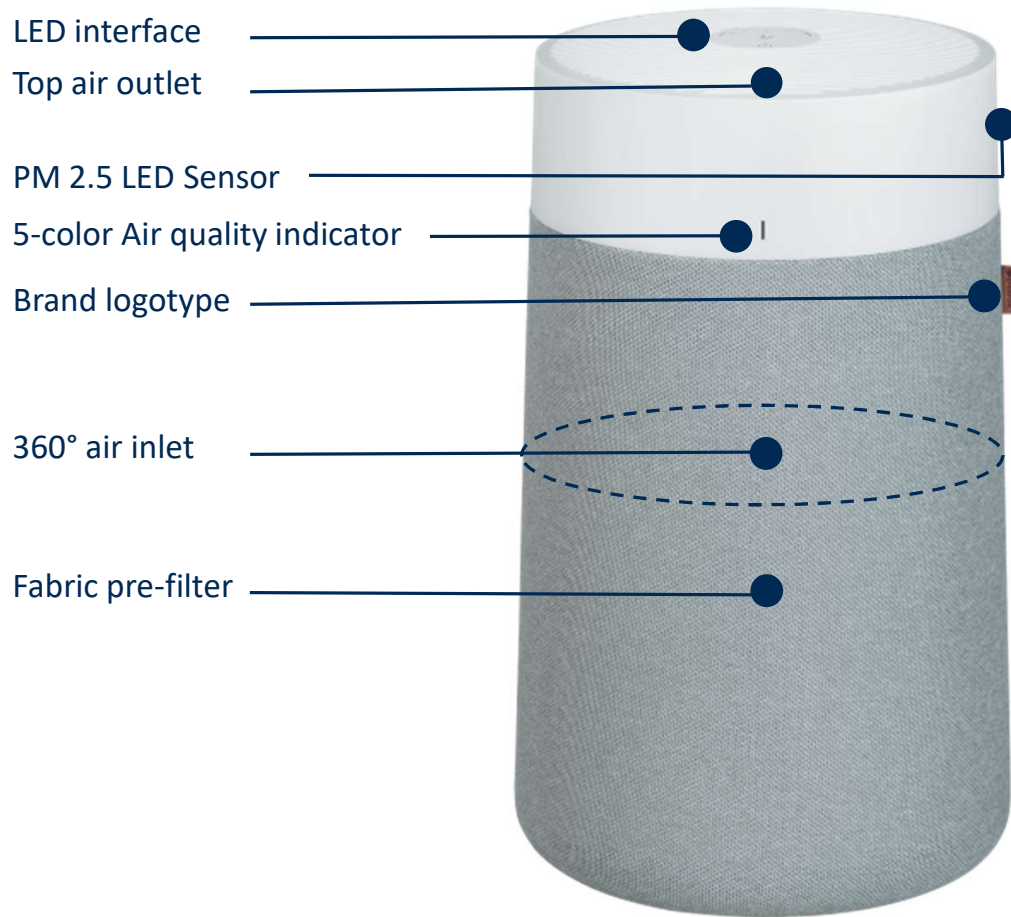


- **Fabric Pre-filter** - catches large particles like pet hair, dust
- **Smart RFID chip** - superior performance with data-based filter lifetime tracking.
- **Particle Filter** - removes airborne particles, like pollen, dust, pet dander, and more.

	Model No: 110412 RRP: \$100 Filter for the Blue 3450i
---	--

Blueair Reduces 99.9998% airborne SARS-CoV-2 in Testing
 Efficacy Laboratory testing at MRIGlobal has shown HEPASilent filtration technology showed a reduction of greater than 99.998% in the of SARS-CoV-2 viable viral aerosol.

3250i & 3450i Product overview and User Interface



Two-button LED
User interface

Blue Max – 3650i Model no: tbc RRP: \$599



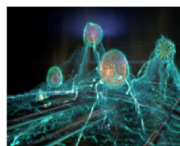
Specifications	
Room Size (AHAM)	59m ²
Room Size (NRCC)	181m ²
Weight	7.36kg
CADR (Smoke)	697m ³ /h
CADR (Dust)	697m ³ /h
CADR (Pollen)	697m ³ /h
Air Changes Per Hour	Up to 5x
Filter Replacement Indicator	Yes
Settings	Auto - 1, 2 and 3 speeds
Integrated air sensors	Yes, particle sensor
Power consumption	7 -46 watts
Sound Level	23 - 53 DB(A)
Air Inlet	360°
Dimensions	55.8 x 36.7 x 36.7 cm

SLEEP WITHOUT DISRUPTION



- Noise levels are no louder than a whisper on the lowest speed (18 dB) and equivalent to the noise level of rainfall on the highest setting (46 dB)
- Up to 2 times faster in cleaning vs Blue Extension

HEPASILENT ULTRA™ TECHNOLOGY



- **Blueair HEPASilent Technology** captures 99.97% of all airborne particles down to 0.1 microns in size.
- Its revolutionary combination of advanced filter media and an encapsulated particle-charging chamber ensures that your Blueair air purifier delivers results far superior to mechanical or electrostatic technology alone. **(Laser PM1/PM2.5/PM10)**

CLEAN AIR AT THE TOUCH OF A BUTTON



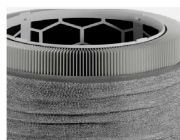
- The one-touch enabled Auto mode is designed to help you maintain a comfortable home environment.
- Stay up to date on your air quality with the LED display; it changes color to indicate good, moderate, or poor.

Blue Smart App




- Download the app and take control Designed with smart features like Clean air ETA® and real-time pollutant tracking, you can be sure your air is always clean.
- Filter Usage Updates
- Using geofencing technology, your air purifier will go on standby when you leave the home and turn back on to Auto mode when you are getting close.

Advanced Filter Technology

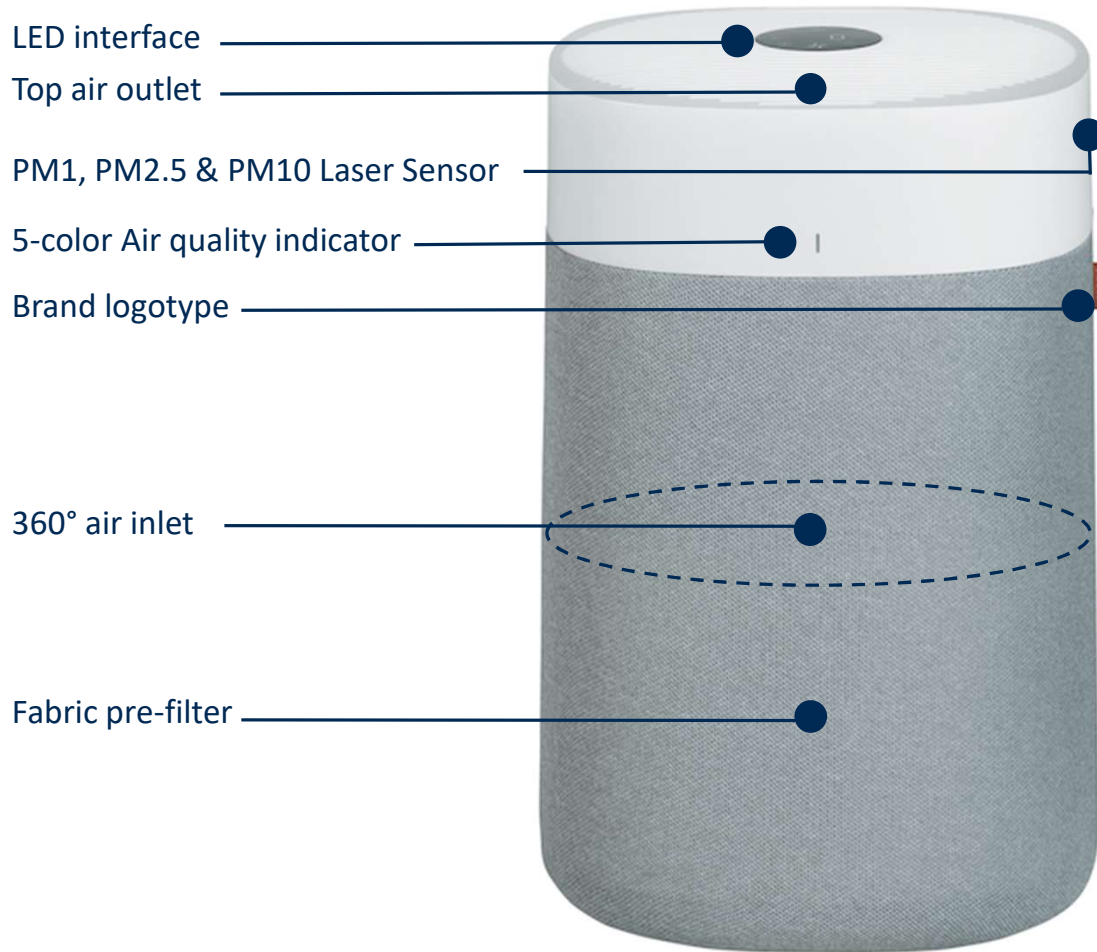


- **Fabric Pre-filter** - catches large particles like pet hair, dust
- **Smart RFID chip** - superior performance with data-based filter lifetime tracking.
- **Particle Filter** - removes airborne particles, like pollen, dust, pet dander, and more.

	Model No: 111128 RRP: \$120 Filter for the Blue 3650i
---	---

Blueair Reduces 99.9998% airborne SARs-CoV-2 in Testing
Efficacy Laboratory testing at MRIGlobal has shown HEPASilent filtration technology showed a reduction of greater than 99.998% in the of SARS-CoV-2 viable viral aerosol.

3650i Product overview and User Interface



LED with touch screen

The only air purifier range with customizable fabric pre-filter

5 warm colors inspired by Swedish land & sea, seamless for any home



Sand

Limestone

Stockholm Fog
(Included)

Moss

Seabed

Connected experience

A smarter Blue family



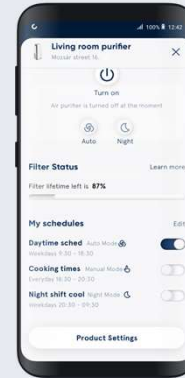
Blueair app offering reassurance & convenience for modern consumers



Monitor

Stay on top of your outdoor & indoor air pollution so you can easily adjust your air purifier to maintain clean air.

Clean Air ETA shows you the progress and estimated time until air in the room is clean



Control

Easily adjust your fan speed, LED brightness, lock display or add scheduling via the app.



Welcome Home

Using geofencing technology your air purifier will go on standby when you leave the home and turn back on to Auto mode when you are getting close.



RealTrack

Using Blueair's proprietary RealTrack algorithm, you can easily view the most accurate filter usage %.

Performance & Specification

Blue Max Vs. Blue

Smarter, Higher CADR, lower noise and longer filter lifetime



Blue Joy S



Blue Max 3250i 

Higher CADR
+23%

WiFi
added

Longer Filter
lifetime
+50%



Blue 3410



Blue Max 3450i 

Higher CADR
+20%

Less noise
-3dB

Longer Filter
lifetime
+50%

WiFi
added



Blue 3610



Blue Max 3650i 

Higher CADR
+16%

Less noise
-3dB

Longer Filter
lifetime
+50%

WiFi
added

Specification & Performance

	Blue Joy S	NEW Blue Max 3250i	Blue 3410	NEW Blue Max 3450i	Blue 3610	NEW Blue Max 3650i
MODEL	Blue Joy S	NEW Blue Max 3250i	Blue 3410	NEW Blue Max 3450i	Blue 3610	NEW Blue Max 3650i
Recommended Room Size (AHAM 4.8 ACH)	16 m ² (172 sq. ft.)	20 m ² (219 sq. ft.)	36 m ² (388 sq. ft.)	43 m ² (465 sq. ft.)	51 m ² (550 sq. ft.)	59 m ² (635 sq. ft.)
Recommended Room Size (NRCC)	51 m ² (549 sq. ft.)	62 m ² (667 sq. ft.)	111 m ² (1195 sq. ft.)	133 m ² (1432 sq. ft.)	156 m ² (1679 sq. ft.)	181 m ² (1948 sq. ft.)
PRODUCT PERFORMANCE						
Filtration Technology	HEPASilent	HEPASilent	HEPASilent	HEPASilent	HEPASilent	HEPASilent
CADR Smoke	195 m ³ /h (115 cfm)	240 m ³ /h (141 cfm)	425 m ³ /h (250 cfm)	510 m ³ /h (300 cfm)	600 m ³ /h (353 cfm)	697 m ³ /h (410 cfm)
CADR Dust	200 m ³ /h (120 cfm)	240 m ³ /h (141 cfm)	425 m ³ /h (250 cfm)	510 m ³ /h (300 cfm)	590 m ³ /h (347 cfm)	697 m ³ /h (410 cfm)
CADR Pollen	220 m ³ /h (130 cfm)	240 m ³ /h (141 cfm)	415 m ³ /h (244 cfm)	510 m ³ /h (300 cfm)	650 m ³ /h (380 cfm)	697 m ³ /h (410 cfm)
Energy consumption	10 W	20 W	35 W	38 W	38 W	46 W
– Low	1.5 W	2.5 W	3 W	4 W	4 W	TBA
Sound Level	46 dB	46 dB	53 dB	50 dB	56 dB	53 dB
– Low	17 dB	18 dB	23 dB	23 dB	23 dB	23 dB
Number of speeds	3	4	4	4	4	5
Energy Efficiency (particle CADR/W)	20	12	12.1	13.4	15.8	15.1
FILTERS						
Filter type	Particle & Carbon	Particle & Carbon	Particle & Carbon	Particle & Carbon	Particle & Carbon	Particle & Carbon
Prefilters	Washable	Washable	Washable	Washable	Washable	Washable
Filter lifetime	up to 6 months	6-9 months	up to 6 months	6-9 months	up to 6 months	9-12 months
CONNECTIVITY / SENSORS						
Blueair app (Wi-Fi connected)	-	●	-	●	-	●
Auto Mode	-	●	●	●	●	●
VOC sensor	-	-	-	-	-	-
Particle sensor	-	LED	LED	LED	LED	Laser
Particle sensor reading	-	PM2.5	PM2.5	PM2.5	PM2.5	PM1, PM2.5, PM10
USER INTERFACE						
Material & finishing	Steel	Plastic, fabric	Plastic, fabric	Plastic, fabric	Plastic, fabric	Plastic, fabric
Air quality indicator light bar	-	● (5 colors)	● (3 colors)	● (5 colors)	● (3 colors)	● (5 colors)
Air quality in numbers	-	-	-	-	-	●
UI display	One button UI	Two button UI	Two button UI	Two button UI	Two button UI	LED w/ Touch screen
Automatic light dimming	-	● (Night mode)	-	● (Night mode)	-	● (Night mode)
Brightness control	-	●	-	●	-	●
Child lock	-	●	-	●	-	●
PRODUCT DETAILS						
Product dimensions	433 x 200 x 200 mm	481 x 269 x 269 mm	520 x 260 x 260 mm	534 x 318 x 318 mm	522 x 330 x 330 mm	558 x 367 x 367 mm
Product weight	2.4 kg	3.39 kg	3.1 kg	3.59 kg	6.5 kg	7.36 kg

Note: Recommended room size under NRCC standard is calculated using smoke CADR tested according to AHAM AC-1

Blue Max Mini RRP \$129



Tiny but mighty

Perfect for small surfaces like desks and nightstands



Removes at least 99.97%¹

of tiny airborne particles



A nursery necessity

Designed in Sweden for quality, safety and sustainability



Washable pre-filters

Designed to effortlessly blend into your home



Real size comparison

The Blue Pure Mini Max is 5.9" x 6.8" x 11.4"



Included in the box

Blue Pure Mini Max, Particle + Carbon filter*, user manual



*Filter comes in the unit

MODEL	Mini Max
Recommended Room Size (sqft/m ²)	93-220 sqft. 9-20 m ²
Air exchanges per hour	4.8-2
CLAIMED PRODUCT PERFORMANCE	
Filtration technology	HepaSilent
CADR particle/dust/smoke	60 CFM 100 m ³ /h
Energy consumption (W)	10
Sound Power (dB(A))	44
– Low (dB(A))	20
FILTERS	
Filter type	Particle & carbon
Prefilters	Washable (2 colors)
Number of filters	1
Filter lifetime	6 months
CONNECTIVITY / SENSORS	
Blueair app (Wi-Fi connected)	-
Auto Mode	-
Night mode	-
Particle sensor	-
VOC sensor	-
USER INTERFACE	
UI display	Yes
Number of speeds	3 (1-2-3)
Child lock	Yes
Brightness control	Auto-dimming
PRODUCT DETAILS	
Material & finishing	Plastic with fabric pre-filter
Pre-filter accessory colors available	2 (stockholm fog - on unit, Limestone accessory. Other colors available by request/demand)
Product dimensions (inches/mm)	11.4 x 6.8 x 5.9 in 290x173x150 mm
Product weight (lbs/kg)	2.8 lbs 1.3 kg

Blue Max Mini

Clean air, anywhere

So tiny you can bring clean air wherever you need it most



Find the right fit for your space



Mini gives another space

HEPASilent™ dual filtration technology

- 1 **FABRIC PRE-FILTER**
The first layer of protection, catches larger particles from the air
- 2 **MAIN FILTER**
Removes airborne allergens, like pollen, dust mite matter allergen and pet dander.
- 3 **ACTIVATED CARBON LAYER**
Traps light household odors from pets, cooking and smoking.



Genuine Blueair filters

6 months filter lifetime

Old filters clean the air less effectively and use more energy



Blue family Commercials

Blue Max Portfolio

3250i



RRP: \$349

240 m³/h
(141 cfm)

Replacement Filter \$60

3450i



RRP: \$499

510 m³/h
(300 cfm)

Replacement Filter \$100

3650i



RRP: \$699

697 m³/h
(410 cfm)

Replacement Filter \$120

Current Blue Portfolio

Net Margin 40%

3410



RRP: \$499

425 m³/h
(250 cfm)

3610



RRP: \$799

600 m³/h
(353 cfm)

Blue family Commercials

Blue Max Portfolio

Mini



RRP: \$129

100 m³/h
(60 cfm)

Replacement Filter \$29

3250i



Updated

RRP: \$279

240 m³/h
(141 cfm)



Replacement Filter \$60

3450i



Updated

RRP: \$429

510 m³/h
(300 cfm)



Replacement Filter \$100

3650i



RRP: \$599

697 m³/h
(410 cfm)



Replacement Filter \$120

Current Blue Portfolio

3410



RRP: \$299

425 m³/h
(250 cfm)

3610



RRP: \$449

600 m³/h
(353 cfm)

Net Margin 40%

Strictly confidential. Do not distribute

Blue Support

Ongoing Support

- **20% Rebate**
- **O&A Rebate 5% on all purchases**

2024 Launch of Blue Max

- **Extra 5% off opening PO**
- **30 days Extended Credit**

Blue Max Support

- **Exclusive Launch for Retail Stores (late Oct)**
- **40% Net Margin**
- **5% Market Fund** *Paid Quarterly on Purchase*
- **NEW Instore POS**
- **Display Allowance @ 50% off Invoice**

Blueair Premium Display Concepts



Blue Winds of Change

- NEW Focus, to be an **“Air Treatment”** Company
- NEW Categories
- New Concepts



Family of Products 3in1



Family of Products 2in1 Invisible Mist™
Humidifiers



Commercial



Thank you