



The new Blue air purifier combines plug and play simplicity with signature Blueair performance, giving you clean air at the touch of a button. Simply push the one button control and Blue will automatically adjust to give you more clean air with less noise and less energy.

Equipped with Blueair's unique HEPASilent™ filtration technology that not only kills germs but also effectively removes allergens, dust, mold, pet dander and microplastics. Activated carbon in the Blue filter also removes unpleasant household odors and smoke.

With interchangeable premium pre-filters inspired by Scandinavian nature, Blue is designed to fit your personal style.

## Freedom to breathe

Blueair was founded on the firm belief that the freedom to breathe is a basic right. Over two decades ago, our Swedish founder set out to make the world's best air purifier. By bringing together a team of talented designers and filtration experts who shared his passion for sustainability, quality and design, the Blueair air purifier was born. Today, our award-winning air purifiers are still designed in Sweden to create the safest environment for children to develop and grow – while making the least impact on the environment. We will never stop fighting for your freedom to breathe.



[blueair.com](https://blueair.com)

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# Blue

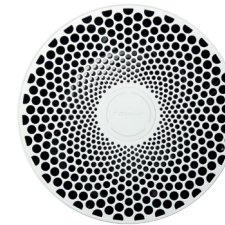
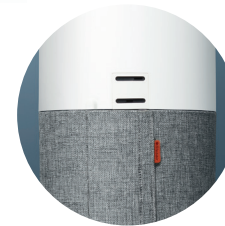
Clean air at the touch of a button

# Performance & specifications

## Blue



Model	Blue 3210	Blue 3410
Recommended room size <sup>1</sup> (based on five air exchanges/h)	15 m <sup>2</sup> (161 ft <sup>2</sup> )	36 m <sup>2</sup> (388 ft <sup>2</sup> )
Clean a 35 m <sup>2</sup> room once	28 min.	12 min.
<b>Claimed product performance</b>		
<b>Filtration Technology</b>		
	<b>HEPASilent™</b>	<b>HEPASilent™</b>
CADR Smoke	180 m <sup>3</sup> /h (105 cfm)	425 m <sup>3</sup> /h (250 cfm)
CADR Dust	200 m <sup>3</sup> /h (120 cfm)	425 m <sup>3</sup> /h (250 cfm)
CADR Pollen	200 m <sup>3</sup> /h (120 cfm)	425 m <sup>3</sup> /h (250 cfm)
<b>Product</b>		
Sound level <sup>2</sup>		
– High	48 dB(A)	52 dB(A)
– Low	20 dB(A)	30 dB(A)
Energy consumption <sup>3</sup>		
– High	10 W	35 W
– Low	1,5 W	7 W
Clean Air Distribution	Up with 90deg spread	Up with 90deg spread
Energy Efficiency (particle CADR/W)	18	12
<b>Filters</b>		
Filter type	Particle & carbon	Particle & carbon
Prefilters	Washable	Washable
Main Replacement Filters	Single (S)	Single (M)
Number of filters	1	1
Filter Lifetime	Up to 6 months	Up to 6 months
<b>Connectivity / sensors</b>		
Auto Mode	●	●
Particle sensor	LED	LED
<b>User Interface</b>		
Material & finishing	Mat gloss finish + premium fabric	Mat gloss finish + premium fabric
Air quality indicator light bar	●	●
Automatic light dimming	●	●
<b>Dimensions / weight</b>		
Product dimensions (H x W x D)	425 x 200 x 200 mm (16.7 x 7.9 x 7.9 in)	520 x 260 x 260 mm (20.5 x 10.2 x 10.2 in)
Product weight (including filter)	1,7 kg (3.75 lbs)	3,1 kg (6.83 lbs)



### HEPASilent™ technology

Our unique filtration technology that we call HEPASilent™ sets us apart. The combination of electrostatic and mechanical allows us to use filters that are less dense and require less air pressure than traditional HEPA filters without a loss in performance— resulting in quieter and more energy efficient air purifiers.

### Ease of use

Forget about adjusting settings and knobs - control it all from one-button. Press once for Auto mode, twice for Night mode, three times for Everyday mode, and four times for Boost mode. Equipped with smart sensor that automatically adjusts to real-time air quality conditions to ensure clean air at the touch of a button.

### Personalized style

Personalize the style of your Blue air purifier with 5 premium pre-filter color options that are inspired by Scandinavian nature. In seconds, you can change the look of your air purifier to match your interior style. Available in Arctic trail (dark grey), Winter reed (light grey), Archipelago sand (pink), Aurora light (green) and Night waves (blue).

<sup>1</sup>According to ANSI/AHAM AC-1-2015.  
<sup>2</sup>Sound pressure according to GB18801 and GB4214.1.  
<sup>3</sup>According to GB/T18801-2015.

● Yes ● No