

# BLUE PURE 411

THE POWERFUL AIR PURIFIER  
FOR COMPACT LIVING.



SMALL BUT  
POWERFUL





# Look how little it takes to breathe perfectly clean air!

Say hello to the Blue family's smallest and slimmest air purifier, the Blue Pure 411. It contains Blueair's world-leading filter technology and is

designed for rooms up to 15 m<sup>2</sup> (161 ft<sup>2</sup>) Just grab it, place it wherever you want, plug it in, and breathe perfectly clean air 24/7.

CLEANS  
**15m<sup>2</sup>**  
**161ft<sup>2</sup>**  
5 TIMES / HOUR



VERY LOW  
ENERGY USAGE



# Loads of clean air for your money.

Blue Pure 411 cleans your indoor air completely five times per hour, catching virtually every airborne particle: dust, pollen, sand, pet dander, smoke, allergens, viruses and bacteria. Active carbon even removes odors.

This gives you good value from day one – and through your whole ownership. On normal operating speed, Blue Pure 411 uses only 1,5 watts (a big win also for the environment).

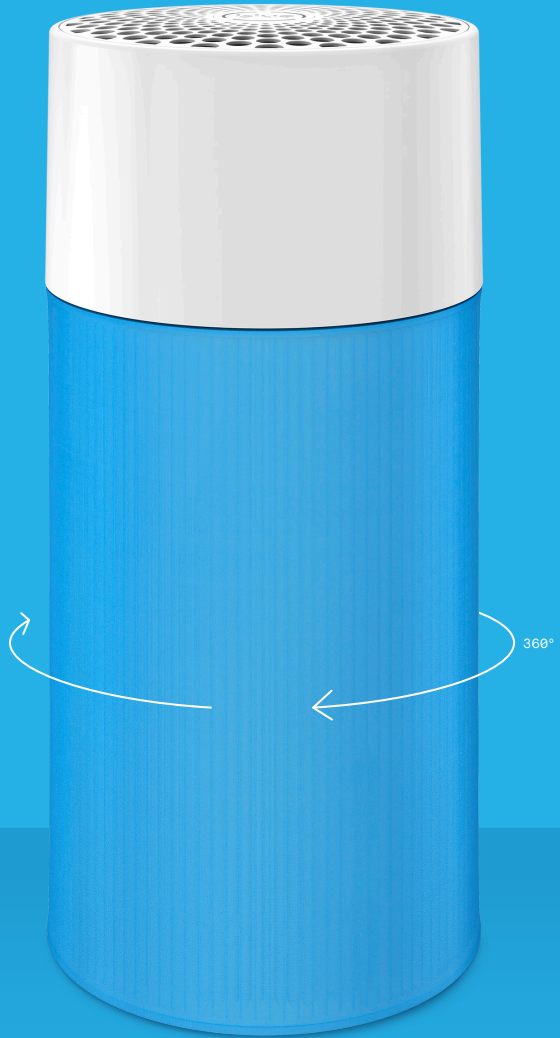
OPTIONAL  
PRE-FILTER COLORS



DIVA BLUE  
INCLUDED

**360°**

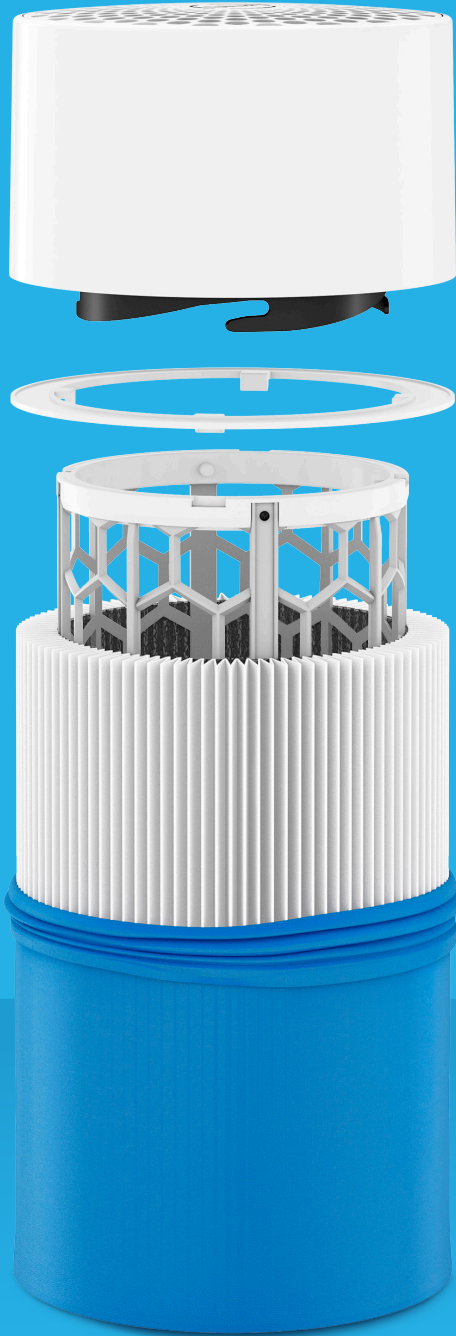
**AIR INTAKE**  
(Place it where you want)



# It just fits.

Thanks to the 360° air intake, it works efficiently everywhere – even in rooms where an old-school air purifier wouldn't fit. And thanks to fabric pre-filters in different energizing colors, you can easily

match your interior design style. The fabric catches larger particles, extending the service life of the main filter. Just gently vacuum it or put it in your washing machine when it requires cleaning.

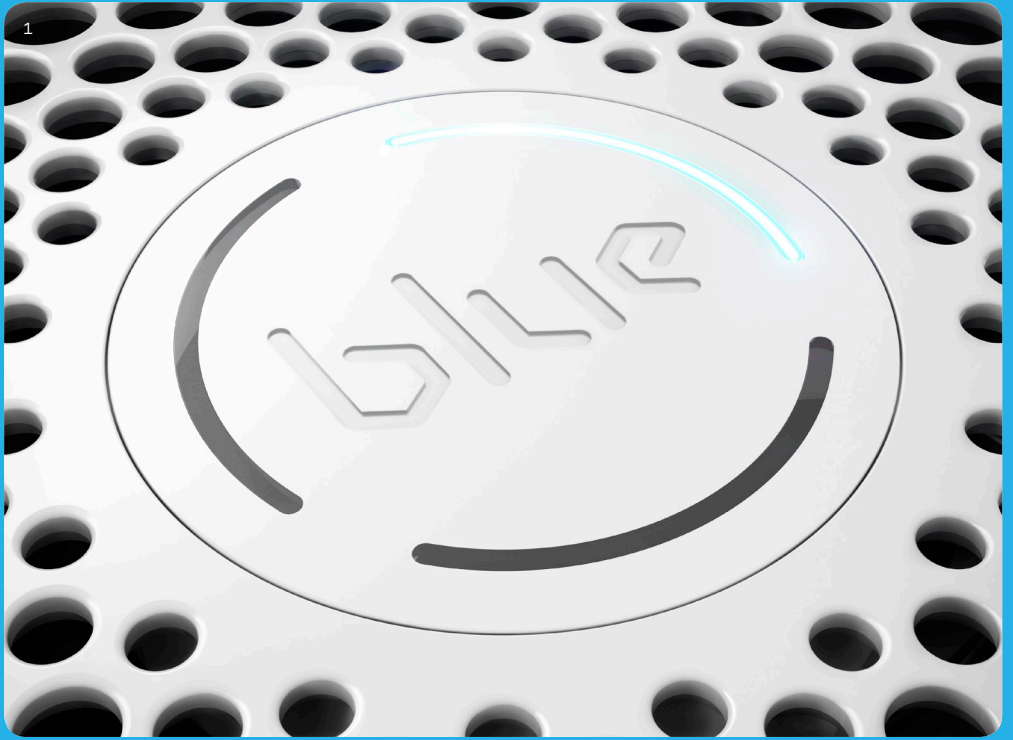




# No hassle in your castle.

Blue Pure 411 is not only whisper silent and energy efficient, the one-button speed control makes it super easy to use. And when you finally have

to replace the filter, you don't have to be an engineer – all you need is one simple twist.

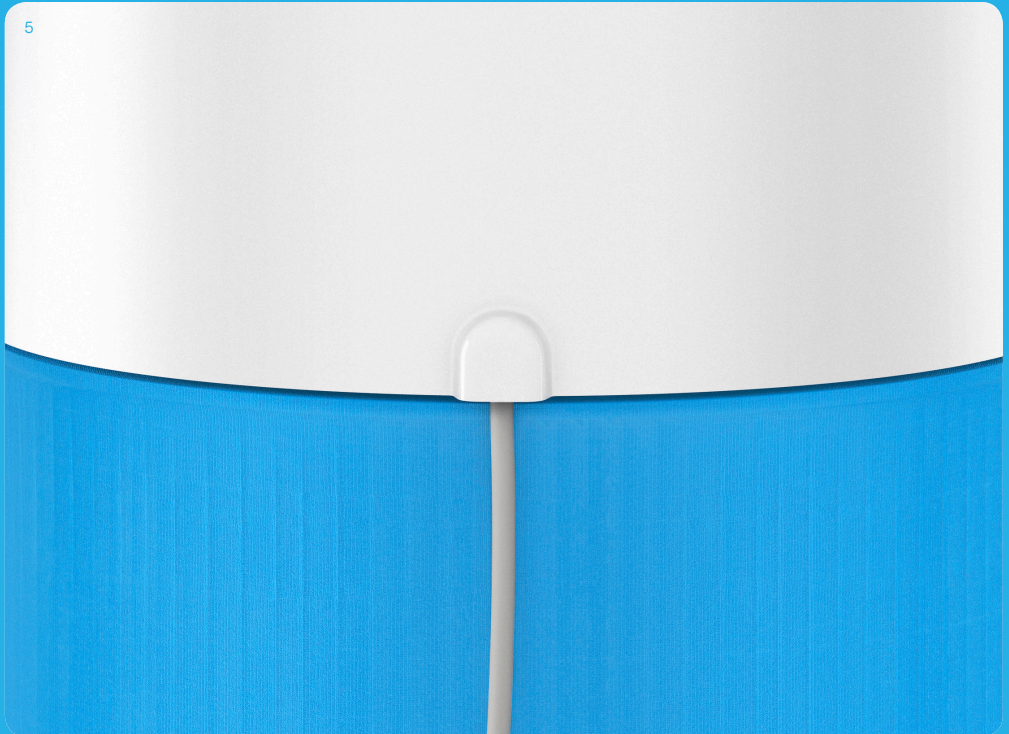




1. Super easy one-button control.
2. Pre-filter in different colors.
3. Change filter with a simple twist.
4. Unique 360° air intake for best-in-class performance.
5. Very low energy usage.

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# Welcome to the great indoors.

Blueair was conceived 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.



DIMENSIONS	HEIGHT: 425 MM (16.7 IN) WIDTH: 200 MM (8 IN) DEPTH: 200 MM (8 IN) WEIGHT: 1,52 KG (3.35 LBS)
ROOM SIZE	15 M <sup>2</sup> (161 FT <sup>2</sup> )
CLEAN AIR DELIVERY RATE (CADR)	SMOKE: 105 CFM 180 M <sup>3</sup> /H DUST: 120 CFM 200 M <sup>3</sup> /H POLLEN: 120 CFM 200 M <sup>3</sup> /H
AIRFLOW RATE	35-120 CFM (60-200 M <sup>3</sup> /H)
AIR EXCHANGE	5 PER HOUR (15 M <sup>2</sup> OR 161 FT <sup>2</sup> ROOM)
POWER USAGE	1.5-10 WATTS
NOISE LEVEL	17-46 DB(A)
AVERAGE FILTER SERVICE LIFE	SIX MONTHS <sup>1</sup>
WARRANTY	LOCAL WARRANTY REGULATIONS
SO EFFECTIVE IT EVEN REDUCES OZONE.	
CERTIFIED RATINGS AS STATED ARE BASED ON U.S. VERSION MODELS (120VAC, 60HZ) WITH PARTICLE FILTER MODEL 411. RATINGS MAY BE AFFECTED BY USE OF OTHER FILTER MODELS.	
<sup>1</sup> DEPENDING ON AIR QUALITY IN THE AREA OF USE, THE FILTER LIFETIME WILL VARY.	