

Ease of use. Just plug it in and turn it on.



Enjoy clean air and increase your energy level with the push of a single button. One button controls the fan speed as well as indicates the time of changing filter.

Easy to change filter, just 3 steps.



ROOM SIZE	15 M ² (161 FT ²)
CLEAN AIR DELIVERY RATE (CADR)	SMOKE: 105 CFM 180 M ³ /H DUST: 120 CFM 200 M ³ /H POLLEN: 120 CFM 200 M ³ /H
AIRFLOW RATE	35-120 CFM (60-200 M ³ /H)
AIR EXCHANGE	5 PER HOUR (15 M ² OR 161 FT ² ROOM)
POWER USAGE	1.5-10 WATTS
NOISE LEVEL	17-46 DB(A)
AVERAGE FILTER SERVICE LIFE	SIX MONTHS ¹
DIMENSIONS	HEIGHT: 425 MM (16.7 IN) WIDTH: 200 MM (8 IN) DEPTH: 200 MM (8 IN) WEIGHT: 1,52 KG (3.35 LBS)

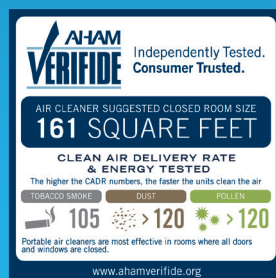
SO EFFECTIVE IT EVEN REDUCES OZONE.

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.

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

ALL-NEW BLUE PURE 411

THE POWERFUL AIR PURIFIER FOR COMPACT LIVING.



This product earned the ENERGY STAR by meeting strict energy efficiency guidelines set by the US EPA. US EPA does not endorse any manufacturer claims of healthier indoor air from the use of this product.

This air cleaner complies with the U.S. federal ozone emissions limit.
ARB certified

Blue® is a global brand by Blueair
www.blueair.com

*For particles down to PM2.5, Blueair Lab, 6.26.2017

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A new standard in air purification



More Clean Air



Less Noise



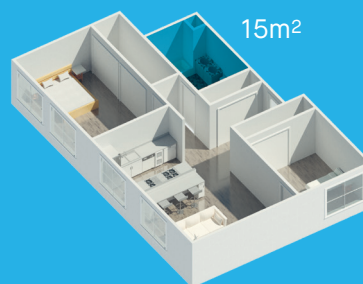
Less Energy

Unique 360° air intake for best-in-class performance

Thanks to the unique 360° air intake, it creates a high airflow and circulation to clean your room in best performance. With this unique design, Blue works efficiently everywhere – even in rooms where old-school air purifier wouldn't fit.

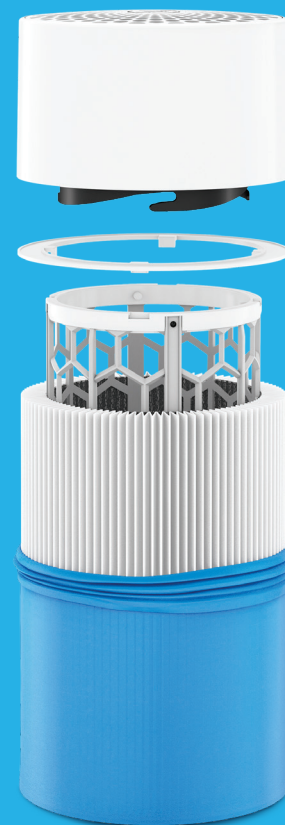


Drawing in air from all sides, the Blue Pure 411 cleans the entire volume of air in a 15m² (161ft²) room completely five times per hours – and keep it perfectly clean



Remove 99% of particles

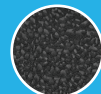
3-STAGE FILTRATION system captures 99% of common airborne PM 2.5 pollutants such as allergens, odors, smoke, mold spores, dust mites and pet dander.



Washable pre-filter captures large particles such as dust and pet dander.



Particle filter captures particles such as PM 2.5, fine dust, pollen and cigarette smoke.



Carbon filter removes harmful gases, cooking odors and VOCs.

Small but powerful

Super-efficient air purifier for compact living. Designed for maximum efficiency.

Redo it yourself, personalized your air purifier

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



Easy to personalize with several pre-filter color options (Diva Blue included)