



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.



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Blue

Clean air at the touch of a button

Performance & specifications

Blue



Model	Blue 3210	Blue 3410	Blue 3610	
Recommended room size ¹ (based on five air exchanges/h)	17 m ² (190 ft ²)	36 m ² (388 ft ²)	51 m ² (550 ft ²)	
Clean a 35 m ² room once	25 min.	12 min.	9 min.	
Claimed product performance				
Filtration Technology				
	HEPASilent™	HEPASilent™	HEPASilent™	
CADR Smoke	210 m ³ /h (123 cfm)	425 m ³ /h (250 cfm)	600 m ³ /h (353 cfm)	
CADR Dust	181 m ³ /h (107 cfm)	425 m ³ /h (250 cfm)	590 m ³ /h (347 cfm)	
CADR Pollen	163 m ³ /h (96 cfm)	415 m ³ /h (244 cfm)	650 m ³ /h (380 cfm)	
Product				
Sound level ²	- High	48 dB(A)	53 dB(A)	56 dB(A)
	- Low	18 dB(A)	23 dB(A)	23 dB(A)
Energy consumption ³	- High	10 W	35 W	38 W
	- Low	2 W	3 W	4 W
Clean Air Distribution	Top Flow 90°	Top Flow 90°	Top Flow 90°	
Energy Efficiency (particle CADR/W)	21	12.1	15.8	
Filters				
Filter type	Particle & carbon	Particle & carbon	Particle & carbon	
Prefilters	Washable	Washable	Washable	
Main Replacement Filters	Single (S)	Single (M)	Single (L)	
Number of filters	1	1	1	
Filter Lifetime	Up to 6 months	Up to 6 months	Up to 6 months	
Connectivity / sensors				
Auto Mode	●	●	●	
Particle sensor	LED	LED	LED	
User Interface				
Material & finishing	Plastic, fabric	Plastic, fabric	Plastic, fabric	
Air quality indicator light bar	●	●	●	
Automatic light dimming	●	●	●	
Dimensions / weight				
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)	524 x 330 x 330 mm (20.55 x 13 x 13 in)	
Product weight (including filter)	1,7 kg (3.75 lbs)	3,1 kg (6.83 lbs)	6,5 kg (14.33 lbs)	

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

● Yes ● No



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).