

Blueair introduces DustMagnet air purifier to Qatar market

Swedish air purification expert, Blueair has launched its newest air purifier, DustMagnet which has been uniquely designed to catch airborne dust before it settles on floors and surfaces.

Blueair brand of air purifiers is distributed exclusively in Qatar by Video Home and Electronic Centre and available in all Jumbo electronics retail outlets and leading hypermarkets in Qatar.

Thanks to a powerful air-flow in combination with two positively charged pre-filters, airborne dust is captured and removed by Blueair's DustMagnet technology, resulting in less time spent dusting and vacuuming.

In addition to dust, the DustMagnet effectively inactivates bacteria and viruses and removes 99.97% of airborne particles down to 0.1 micron in size, like allergens, pollen, mould, pet dander and microplastics from the air, thanks to Blueair's HEPASilent technology. The activated carbon in the DustMagnet filter also removes unpleasant household odours and smoke.

HEPASilent can use less dense filters than traditional air purifiers. Therefore, the DustMagnet can produce more clean air at less air pressure, meaning whisper silent operation and less energy use than a light bulb.

Breathing in fine dust or harmful PM2.5 (fine particulate matter), can penetrate deep into the lungs and cause respiratory difficulties, heart and lung problems, and a host of other diseases. For this reason, it's important to understand how you can reduce the amount of dust in the home and breathe the cleanest air possible.

The DustMagnet 5210 and



The innovative design enables DustMagnet to be used as a bedside table or prominently placed as a signature piece in the living room.

DustMagnet 5240i are independently verified to clean rooms between 20sqm and 48sqm in size (room size of 20sqm based on 4.8 air changes per hour according to AHAM, and room size of 48sqm based on two air changes per hour), while the DustMagnet 5440i is designed for rooms between 33sqm and 79sqm in size (room size of 33sqm based on 4.8 air changes per hour according to AHAM, and room size of 79sqm based on two air changes per hour).

The innovative design enables DustMagnet to be used as a bedside table or prominently placed as a signature piece in the living room. The "Auto Mode" function with a smart sensor monitors real-time air quality conditions and auto-adjusts to optimise cleaning per-

formance. Thanks to the "Welcome Home" feature in the Blueair app, DustMagnet goes into standby mode when you leave the house and turns back on as you approach home, ensuring dust-free air when you arrive. DustMagnet Night Mode will clean the air at low fan speed with dimmed LED lights. DustMagnet is also Amazon Alexa and Google Home compatible. Blueair is a world leading producer of air purification solutions for home and professional use. Founded in Sweden, Blueair has delivered innovative, best-in-class, energy efficient products and services over the last 25 years, with products sold in over 60 countries around the world. Blueair is part of the Unilever family of brands.