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Video Home launches Blueair's DustMagnet air purifier in Qatar

Video Home and Electronic Centre has launched in Qatar Blueair's newest air purifier, DustMagnet, designed to catch airborne dust before it settles on floors and surfaces.

Blueair, founded in Sweden, has been providing air purification product and services for the past 25 years, with products sold in over 60 countries.

Blueair is part of the Unilever family of brands.

Using Blueair's advanced technologies, DustMagnet delivers cleaner air while sporting a slick Scandinavian design that blends into the home like any other furniture, a statement explained.

Thanks to powerful airflow in combination with two positively charged pre-filters, DustMagnet captures and removes airborne dust, resulting in less time spent dusting and vacuuming.

Thanks to Blueair's Hepasilent technology, the air purifier effectively inactivates germs 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.

The activated carbon in the DustMagnet filter also removes unpleasant household odours and smoke.

With a combination of electrostatic and mechanical filtration, the Hepasilent technology uses filters that are less dense than traditional air purifiers, allowing the DustMagnet to produce more clean air at less air pressure, resulting in whisper silent operation and a lower energy usage than a light bulb.

Available in two sizes, the DustMagnet 5210i and 5440i is independently verified to clean rooms between 20sq m and 33sq m.

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The "Auto Mode" function with a smart sensor monitors real-time air quality conditions and auto-adjusts to optimise cleaning performance.

Thanks to the "Welcome Home" feature in the Blueair app, the DustMagnet goes into standby mode when one leaves the house, and switches on as one heads home.

The DustMagnet "Night Mode" will clean the air at low fan speed with dimmed LED lights.

The DustMagnet is also Amazon Alexa and Google Home compatible.

"Blueair is a world leading producer of air purification solutions for home and professional use," said Video Home & Electronic Centre director and chief executive C V Rappai. "Blueair has delivered innovative, best-in-class, energy efficient products for many years, and we at Video Home and Electronic centre are confident we will be able to offer many such innovative products in Qatar."

The DustMagnet is available at leading hypermarkets, Jumbosouq.com, and all Jumbo retail stores across Qatar.