



# Air Purifier

*Breathe freely*

English  
**User Manual**

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**Pure 121**  
120VAC, 60 Hz

Hello!

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You just made a wise decision to improve your health and your life.

**Thank you for choosing Blue<sup>®</sup> to clean the room air in your home.**

Before you start, please take a few minutes to become familiar with the basics.

## **Clean Air**

Blue® is designed to clean air in a room up to 57 m<sup>2</sup> (613 sq. ft) in size. Five times per hour, Blue® replaces room air containing contaminants with fresh air.

## **Filter Replacement**

To ensure your Blue air purifier is running in top condition and constantly provides you with clean air, occasionally vacuum or use a dry cloth to wipe the exterior pre-filter casing and change the main filter every six months.

## **Extend Your Warranty**

Visit the website to extend your warranty and join the Blue® filter club so a new Blue® filter is automatically sent to you when it's time to change your filter.

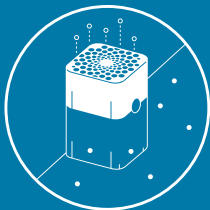
## **Blue® And The Environment**

Blue® cleans your room air without using more energy than a light bulb. Both the environment and your wallet will be pleased. Plus all Blue® components are recyclable.

## Blue package

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1



The air purifier Blue®

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2



Particle filter.

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## Options and add-ons

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- 1 A combination of active carbon filter and particle filter.
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- 
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## Getting the most from Blue®

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- 1 Close all windows and doors. Run your Blue® 24 hours a day. With Blue®, you get clean air that's free of these potentially harmful air-borne contaminants:

⊗ » Dust

⊗ » Smoke

⊗ » Sand

⊗ » Pet dander

⊗ » Mold

⊗ » Smog (PM2.5)\*

⊗ » Pollen

⊗ » Bacteria and viruses

⊗ » Soot and ashes

- 2 Because your indoor air will constantly be cleaned, it is less likely that you'll suffer from health effects due to poor room air quality. Think of Blue® as your room air's best friend, and a smart investment in a healthier future.

\*Particle matter smaller than 2.5 microns



## Placement

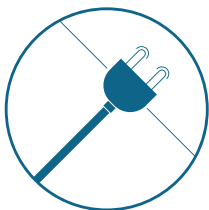
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- 1 Place Blue® in an upright position on the floor in your room. Choose a location where air can circulate freely into, out of and around the unit. The minimum recommended distance to any adjacent object is 10 cm or 4". Be sure to place the unit where it won't be knocked over by anyone or any pet in the household.
- 2 Do not place the unit:
  - ⊗ Directly on or against soft furnishings such as beddings or curtains.
  - ⊗ Near sources of heat, such as radiators, fireplaces, stoves or ovens.
  - ⊗ Near wet areas, such as bathrooms, laundry rooms or where it may otherwise come in contact with water.
  - ⊗ Outdoors.

## Getting started!

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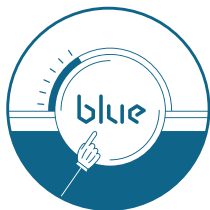
1



Plug in your Blue air purifier.

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2



Touch the button to turn it on. It automatically sets itself to the recommended energy-efficient operating speed.

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3



When the indicator light glows light blue, your unit is working properly. Then go ahead and take a deep breath of fresh air.

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## Button control/functions

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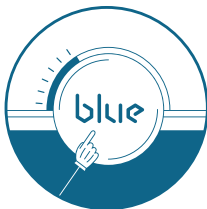
1



**Change filter indicator**  
When the indicator turns yellow, it's time to order a new replacement filter.

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2



To acknowledge you got the information of the yellow filter replacement message, simply touch the indicator button for 5 seconds.

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3



**Change filter.**  
When the indicator light turns red, it's time to change the main filter.

---

## On/off button control

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*To choose the operating speed, touch the Blue® button.*

*The white light indicates the speed selected.*

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1



### On/Low.

Touch once to turn the unit on and set it to the recommended energy-efficient speed.

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2



### Medium.

Touch twice for medium speed.

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*Using Blue in your bedroom?  
Don't worry. The light automatically  
switches itself off after 15 seconds  
so it won't disturb your sleep.*

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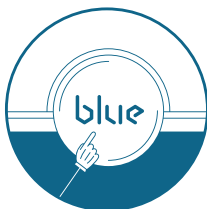
3

**High.**

Touch three times  
for high speed.

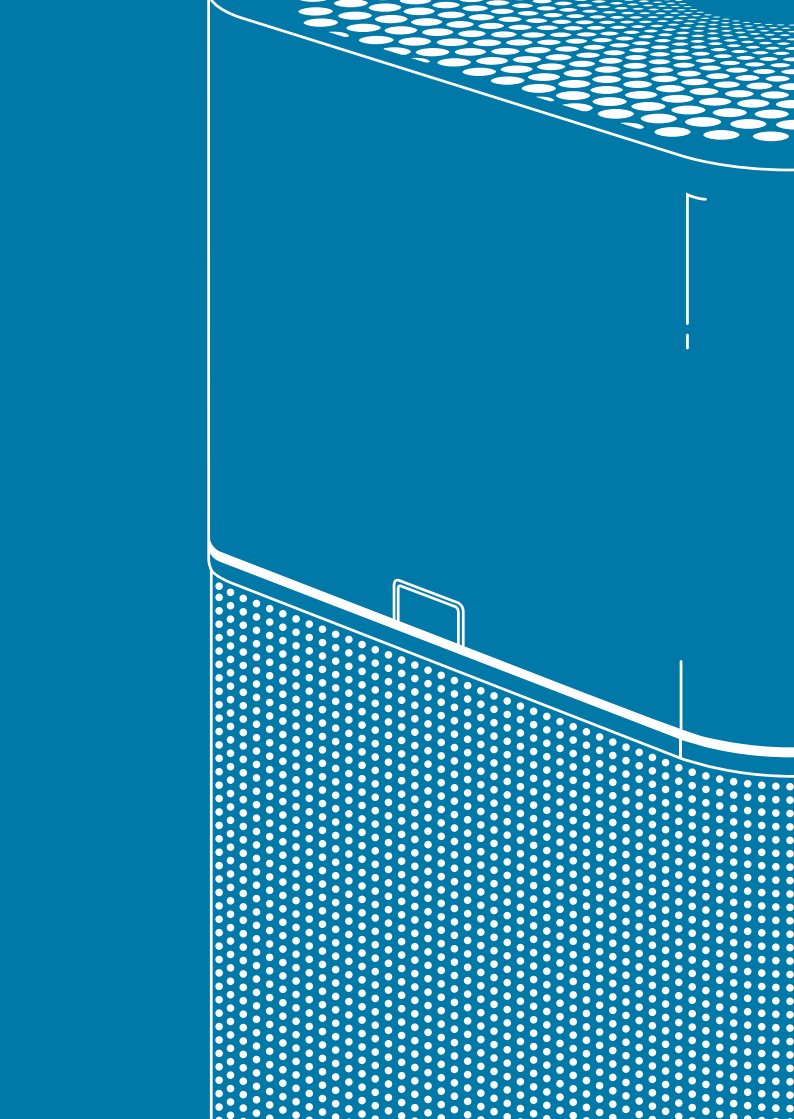
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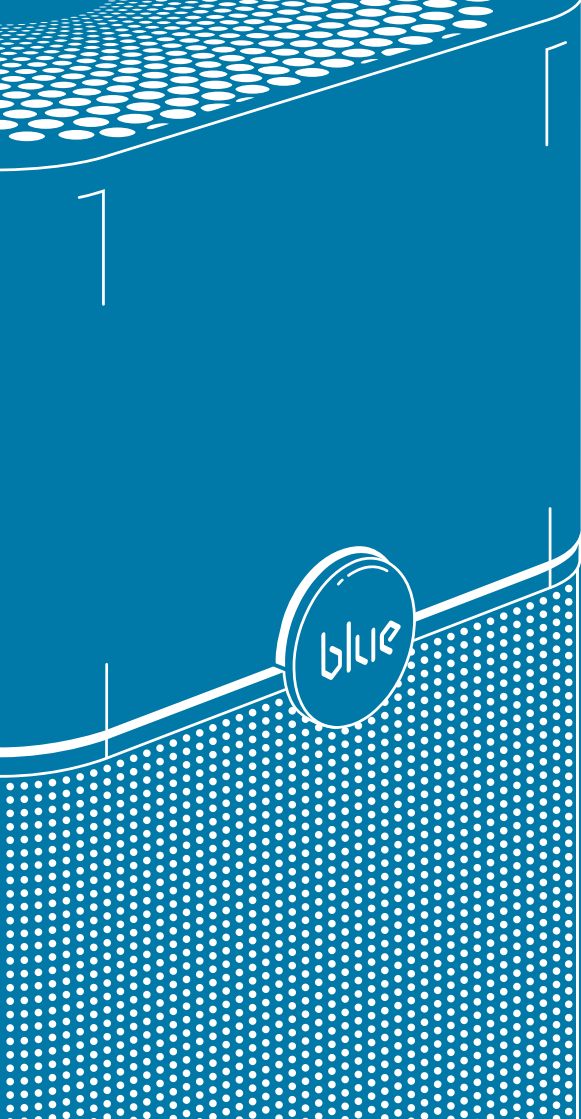
4

**Off.**

Touch once more to  
turn the unit off.

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## General care

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*Take good care of your Blue<sup>®</sup> air purifier to ensure that it delivers optimal performance.*

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- 1 Occasionally wipe the exterior of the unit with a dry dust cloth.
  - 2 Be sure to unplug the unit before changing the main filter.
  - 3 Occasionally vacuum the inside and outside of the main filter to remove any dust.
  - 4 Change the main filter every six months, depending on the operating conditions.
  - 5 When opening the unit to change the main filter, be sure to vacuum any dust that may have accumulated inside the unit.
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## Change the main filter

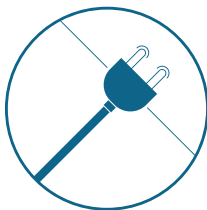
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1



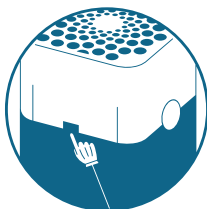
When the indicator light glows red, it's time to change the main filter.

2



Turn off the unit and unplug it.

3

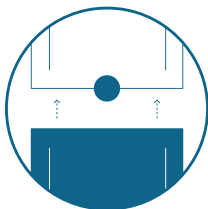


Gently press the release buttons on both sides of the unit until you hear a click.

## Change the main filter

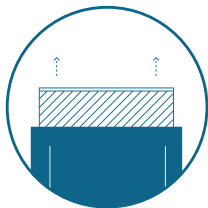
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4



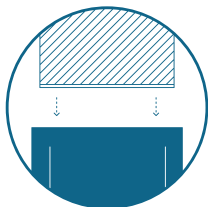
Lift off the top of the unit.

5



Remove the main filter from the unit.

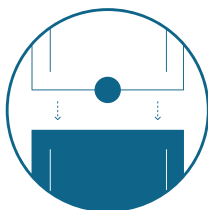
6



Insert the replacement filter into the unit.

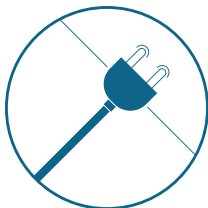
1 - 2 - 3

7



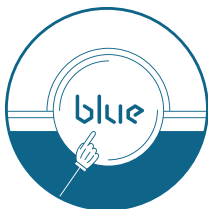
Replace the top of the unit, pressing firmly until you hear a click.

8



Plug in the unit.

9

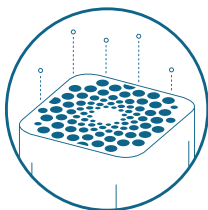


To reset the unit, press the Blue on/off button for five seconds. The indicator will flash for five seconds, then change from red to light blue. Done

## How it works

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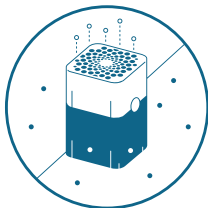
1



The ion chamber continuously releases a flow of negatively charged ions into the air in the room.

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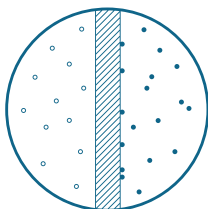
2



Airborne particles in the room pick up this negative charge and are drawn into the system through the 360° air inlet at bottom of unit.

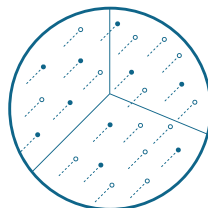
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3

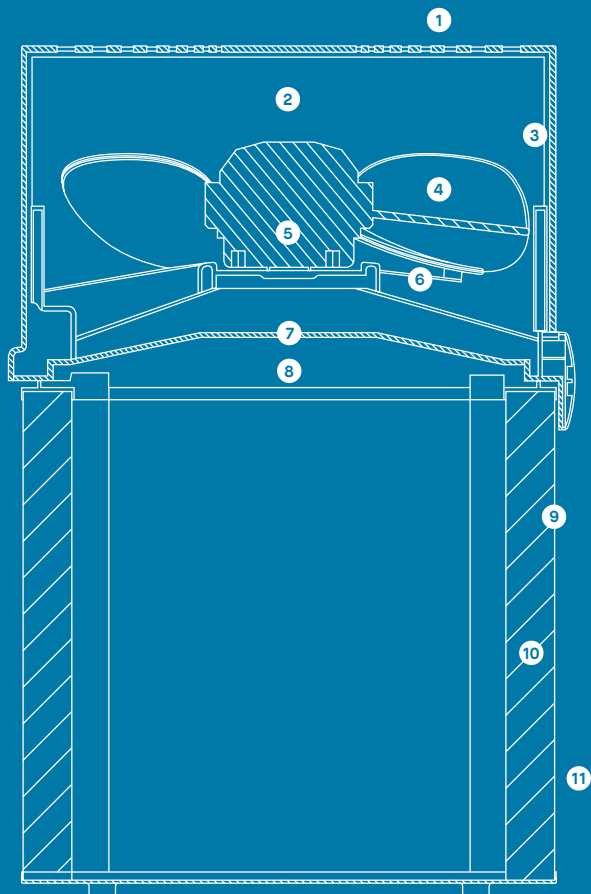


The main filter captures all particles down to 0.1 microns in size.

4



Blue manages to deliver clean air at a rate of 680 cubic meters per hour or 400 cubic feet per minute.



# Blueprint

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- 1 » Air outlet
  - 2 » Ion chamber – Air stream optimizer
  - 3 » Inner wall
  - 4 » Fan
  - 5 » Motor
  - 6 » Fan holder
  - 7 » Finger protection
  - 8 » Release button for filter
  - 9 » Exterior casing
  - 10 » Particle filter
  - 11 » Air inlet 360°
-

## General safety instructions

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*Remember, Blue® is an electrical appliance. Please read these safety instructions carefully before use and take the necessary precautions to reduce the risk of fire, electric shock or injury. The Blue® warranty applies only if the unit is used accordingly to these instructions.*

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- 1 Do not sit on, stand on, climb on the unit or use the unit as a table or for storage. Do not place any objects on the top of the unit.
- 2 This unit is not intended for use by persons (including children) with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning use of the appliance by a person responsible for their safety. Be sure to





- 
- supervise children to make sure that they do not play with or climb on the appliance.
- 3 If the power cord is damaged, you must have it replaced by Blue®, a service center authorized by Blue® or similarly qualified persons in order to avoid a hazard.
  - 4 Do not use the product with a damaged cord or plug or if product malfunctions, is dropped or damaged in any manner. Keep the cord away from heated surfaces.
  - 5 Do not allow foreign objects to enter ventilation or exhaust opening as this may cause electric shock or damage to the air purifier. Do not block air outlets or intakes.
  - 6 Disconnect power supply before servicing.
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## SPECIFICATIONS

|                                |  |
|--------------------------------|--|
| Dimensions                     | Height: 715 mm (28.2 inches)<br>Width: 330 mm (13 inches)<br>Depth: 330 mm (13 inches)<br>Weight: 8.25 kg (18.2 lbs)       |
| Room size                      | 57m <sup>2</sup> (620 sq. ft.)   |
| Clean Air Delivery Rate (CADR) | Smoke: 680 m <sup>3</sup> /h (400 cfm)<br>Dust: 680 m <sup>3</sup> /h (400 cfm)<br>Pollen: 680 m <sup>3</sup> /h (400 cfm) |
| Airflow rate                   | 290-700 m3/h (170-420 cfm)   |
| Air exchange                   | 5 per hour (57m <sup>2</sup> or 620 sq.ft.room)  |
| Power usage                    | 30-61 watts  |
| Noise level                    | 31-56 dB (A)   |
| Avarage filter service life    | Six months to a year*  |
| Warranty                       | One year with the possibility to extend warranty upon product registration   |

Certified ratings as stated are based on U.S. version models (120VAC, 60Hz) with Particle filter model 121. Ratings may be affected by use of other filter models.

\* Depending on air quality in the area of use, the recommended lifetime of 6 months might be longer.

# Offices

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## Headquarters

Blue®

Danderydsgatan 11  
SE-11426 Stockholm  
SWEDEN

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## Sales in the U.S. and Canada

Blue®

100 North LaSalle Street, Suite 1900  
Chicago, IL 60602  
USA

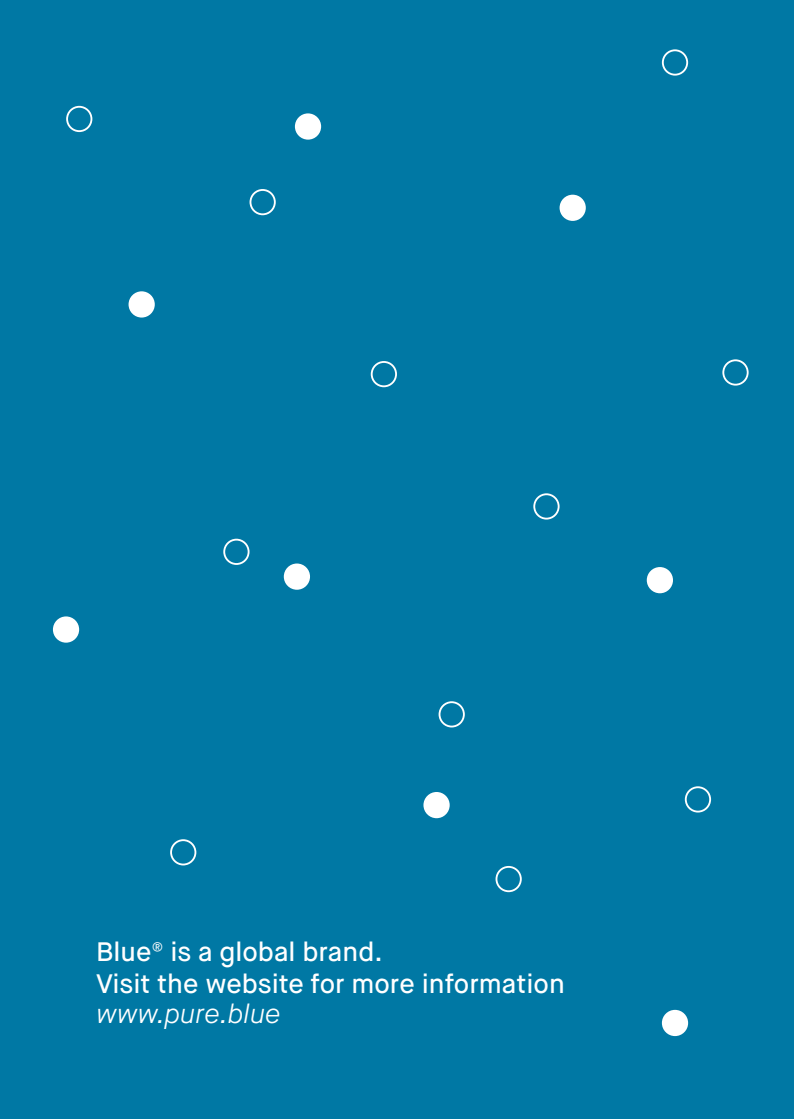
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## Sales in the Middle East and Europe

Blue®

Danderydsgatan 11  
SE-11426 Stockholm  
SWEDEN

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Blue® is a global brand.  
Visit the website for more information  
*[www.pure.blue](http://www.pure.blue)*