

11 YEARS OF

CLEAN AIR



No gimmicks. Fair price. Extremely effective.

100% of the profits we make go right back into helping people breathe clean air

SMART AIR UK PRESS KIT

www.smartair.uk





Your Partner for Clean Indoor Air
Smart Air UK

INTRODUCTION

Smart Air is a social enterprise that creates simple, no-nonsense air purifiers and provides free education to combat the impacts of air pollution.

Why Smart Air?

The air purifier industry is one of the least transparent and overpriced in the world. Big companies use dubious marketing and gimmicks that trick people into spending too much on clean air. The scientific truth is: air purifiers are ridiculously simple and only consist of fan and filters. We at Smart Air commit to open data and science, and promote the fact that clean air doesn't need to cost an arm and a leg.

The Smart Air story

Smart Air was set up after the Beijing 'airpocalypse' when air pollution levels were so bad, people were hospitalised and clean air became political. At the time, major manufacturers charged thousands of dollars for air cleaners putting it out of reach from most of the population.

Thomas Talhelm, an American PHD student studying in Beijing, built a DIY air cleaner for US\$30 that, when tested, delivered the same amount of clean air as the Swiss brands IQ Air and Blue Air. Armed with several volunteers, he took the DIY blueprint to the community to ensure clean air was no longer a luxury. Smart Air became one of the first registered social enterprises in China and when the Sqair was launched on Kickstarter, it was the 'most cost-effective air cleaner in the world'. While it can no longer claim this title, the Sqair was instrumental in bringing down the price of air cleaners as other manufacturers jumped on the bandwagon.

Since starting in 2013, Smart Air has been shipping simple, no-nonsense air purifiers and providing free education on air pollution using a unique social enterprise model.

The work we do and the profits we make don't go into some rich investor's pockets, but help more people across the world breathe cleaner air.

Our Vision

We vision a world where nobody's health is impacted by air pollution. We believe everyone has the right to the tools and knowledge required to breathe cleaner air.

Our Mission

Smart Air is dedicated to helping people protect themselves from the harms of air pollution. This mission is fulfilled through two routes: Education and Clean air tools.



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OUR IMPACT



Sustainability & Certifications

As a certified B-Corp, Smart Air UK is committed to operating ethically, sustainably, and transparently. We integrate eco-friendly practices into our operations to ensure a healthier planet while delivering affordable solutions.

In 2023, Smart Air achieved an average of 98% plastic-free packaging to combat plastic pollution.

11+

Years of operations

10+

Offices worldwide

200+

Happy clients

30+

Employees

Our Impact



Smart Air is a certified B-corp!



100,000+ air purifiers shipped to more than 60 countries



800+ workshops hosted with more than 20,000 attendees



25 million+ educated through our blog articles



Over 200 clean air tools donated in 2023

OUR PRODUCTS

Sqair



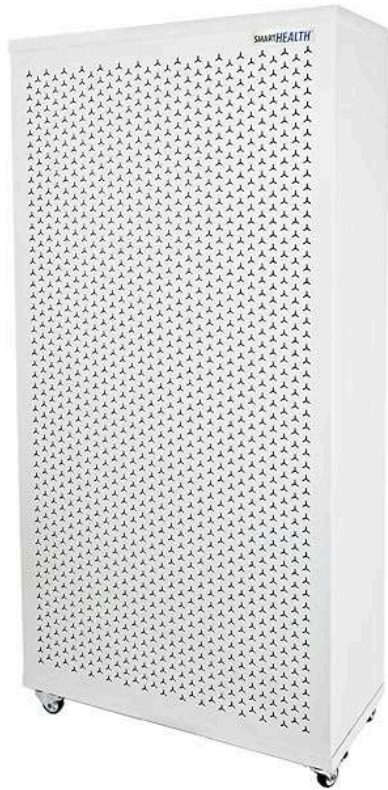
- Speed
1-2-3
- CADR (m3/h)
65-180-315
- Noise (dBA)
23-43-52
- Power (W)
6-18-38
- Coverage (m2)
15-22-40
- HEPA lifespan (months*)
9 months (running 8hrs per day)
- Dimensions L x W x H (cm)
33x33x37
- Warranty (years)
1
- Price
£132- £160

SA600



- Speed
1-2-3-4-5
- CADR (m3/h)
125-180-240-320-500
- Noise (dBA)
24-31-39-43-52
- Power (W)
3-5-9-14-60
- Coverage (m2)
16-22-29-38-60
- HEPA lifespan (months*)
12 months (running 8hrs per day)
- Dimensions L x W x H (cm)
35x23.2x51
- Warranty (years)
1
- Price
£222

Blast



- Speed
1-2-3
- CADR (m3/h)
450-680-950
- Noise (dBA)
29-37-43
- Power (W)
48-81-118
- Coverage (m2)
74-99-130
- HEPA lifespan (months*)
33 months (running 8hrs per day)
- Dimensions L x W x H (cm)
57.5x33x123
- Warranty (years)
2
- Price
£642 - £696

Blast Mini



- Speed
1-2-3
- CADR (m3/h)
340-450-740
- Noise (dBA)
23-43-49
- Power (W)
49-82-122
- Coverage (m2)
148-63-85
- HEPA lifespan (months*)
20 months (running 8hrs per day)
- Dimensions L x W x H (cm)
57.5x33x63
- Warranty (years)
2
- Price
£432 - £468

QP Pro 2



- Temperature
- Relative humidity
- CO2
- PM 2.5
- PM 10
- eTVOC
- Noise
- Alarm clock
- Timer
- Replaceable PM sensor
- 4 inch screen
- 1 year warranty
- Price £156

QP Pro



- Temperature
- Humidity
- CO2
- PM 2.5
- tVOC
- 3.1 inch screen
- 1 year warranty
- Price £132

➤ QP Lite



- Temperature
- Humidity
- CO2
- PM 2.5
- PM 10
- 1 year warranty
- Price £86.40

➤ CO2 Monitor



- Temperature
- Humidity
- CO2
- 1 year warranty
- Price £78

➤ AirGradient Open Air Monitor



- PM 1
- NOX
- TVOCs
- Temperature
- Humidity
- CO2
- PM 2.5
- PM 10
- 1 year warranty
- Price £215



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