



Press Release: for immediate release

Office Blueprint brings Naava Green Walls to London

February - Office Blueprint, a leading London-based furniture company, will be launching Naava's revolutionary green walls in the UK this Spring. Naava, the Finnish health technology company, and Office Blueprint have partnered to introduce Naava Green Walls to the UK to transform indoor air and positively impact wellbeing.

Forward-thinking companies are looking for new solutions to create healthier environments for their employees. Wellbeing is at the forefront of workplace thinking in 2019 and almost every aspect of the workplace environment is under scrutiny. Ergonomic furniture helps stave off injury caused by sedentary work, varied types of workstations to accommodate different types of work and human-centric smart lighting systems. But air-quality is often left at the bottom of the list of elements to improve, despite the fact that most central business districts suffer from poor air quality.

Naava is a unique piece of smart furniture which combines nature and technology to naturalise indoor air, reducing harmful chemicals and optimising humidity. Following a series of tests and studies, the proven effect of working in the vicinity of a Naava Green Wall include a reduction in illness, less fatigue and improved cognitive performance.

Naava has designed an effective and stylish indoor vertical planter that houses beautiful green leaved plants specified for their non-allergen properties and their high performance biophilic air purification.

However, Naava is not just another living wall it is an intelligent piece of furniture: its functions are driven by technology. A remote system monitors Naava around the clock, utilising AI to analyse the environment and directing the Green Wall's functions accordingly and communicating the precise condition of the plants with a service team who intermittently visit to manage any needs. The in-built lighting system replicates natural daylight, providing the plants with a steady supply of light and fading out each evening to allow the plants to 'sleep' overnight.

The product works by absorbing indoor air through the plants' roots and a natural soil-less growth medium, developed to avoid pests and mould. The microbes of the roots then purify the air of harmful chemicals, and small, quiet and unseen fans return the pure and naturalised air back into the room. One Naava vertical planter can purify up to 60sq metres of indoor air and would be the equivalent of having approximately 6,000 potted plants in the same space.

Naava's versatility and mobility enables its use across a number of sectors including offices, hospitality, retail and educational premises. Naava can also be a mobile system, enabling versatility and the option to be used to delineate space.

Neil Jenkins, Managing Director of Office Blueprint says:

"With the average person spending 22 hours a day indoors it is of the utmost importance that toxic air quality is reduced. We are committed to healthy, inspiring and stress-free office environments which contributes to enhanced wellbeing and Naava fits perfectly with this mission and our existing product portfolio."

Several peer-reviewed scientific studies have shown that the patented and award-winning Naava is an efficient air purifier. In a Naava space people are happier and less stressed, make less mistakes and suffer less from indoor air symptoms (fatigue, headaches, eye irritation, respiratory problems). There is no other green wall that functions like Naava and Office Blueprint is delighted to be introducing Naava to the UK.

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For further information or images please contact:

Anna King +44 (0) 7780 956 291

anna@informare.co.uk

Notes to Editors:

About Office Blueprint

Office Blueprint is a London-based furniture company specialising in commercial interiors, acoustics, and workplace flexibility. The company was established in 2003, with the founders coming from within the industry, and our combined expertise spans over three decades. Office Blueprint has a large range of design-led office furniture to create the perfect blueprint for an inspirational office environment. Its solutions help improve productivity and wellbeing in the office, as well as project a modern image reflecting your brand identity.

Its unique combination of excellent furniture design, coupled with proven workplace technology, allows you and your team to focus on what is important – your work.

<https://www.officeblueprint.co.uk/>

About Naava

Naava is a Finnish health technology company founded in 2012 to reconnect humanity with nature in the built environment. We develop intelligent Naava green wall furniture products, which bring the benefits of nature indoors. Naava is more than a beautiful living wall: it's also an efficient biological air purifier, humidifier and space divider. Wherever you are should always feel like a walk in the park. Indoors too. All you have to do is: breathe.

<https://www.naava.io/>