



Now introduced to US West Coast: Finnish healthtech furniture Naava controls air-purifying microbes with code

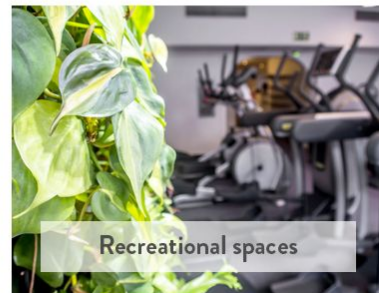
With technology integrated into the living Naava green walls, the air purification capabilities of the plants are maximized. WIRED UK chose Naava as one of the hottest European startups in 2017.

Helsinki, Finland (24 September 2018) – Finnish health technology company Naava has combined billions of years of nature’s own innovation, the purification power of plants with modern Scandinavian design and technology. The result is the award-winning healthtech furniture product Naava. Naava improves people’s health, happiness and productivity by bringing nature’s benefits into the built environment.

“Humans are not feeling or performing at their best in an indoor environment. We spend on average a staggering 22 hours a day indoors where [we are exposed to more pollutants than outdoors](#). Every person inhales as much as 400 gallons of contaminated indoor air every day. That’s literally a truckload of unnatural air going into your body. In addition, we are often disconnected from nature and its benefits indoors. Naava has changed that and created human-friendly and health-enhancing indoor air and spaces with the help of healthtech furniture combining nature, design and technology,” says Kati Suomi, VP of Sales & Partnerships at Naava.

BREATH OF FRESH AIR COMING TO CALIFORNIA

Naava green walls have been a big hit in the Nordics and North America with close to 2,000 installations. Naava has a showroom in Manhattan, New York and an assembly and greenhouse facility in New Jersey. Now the company is taking its first steps on the West Coast by attending TechDay LA where visitors can experience the Naava healthtech furniture first hand. Also, the first West Coast installations have already been successfully implemented at e.g. Four Seasons Hotel Los Angeles at Beverly Hills and VerdeXchange in downtown LA. Fresh Naava air is also enjoyed at AstraZeneca, Delos, Forbes, Finnair, GE Healthcare, Hilton Hotels, JCDecaux, Nike Communications, Samsung, Vincit and many other global companies and organizations.

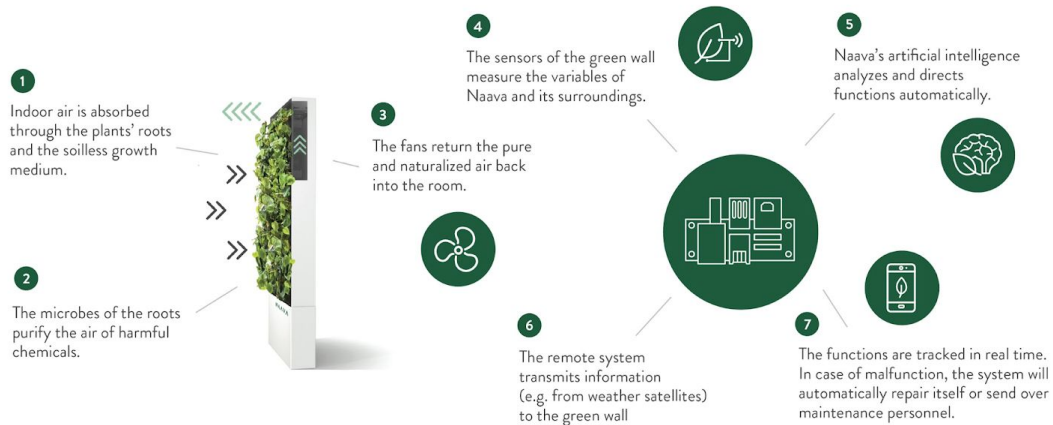


NO ORDINARY GREEN WALL

Naava is no ordinary green wall: it's a biological air purifier, humidifier, living wall and space divider all in one. Its air-purifying effect has been [verified in several world-leading and peer-reviewed scientific research performed on Naava](#). Naava's effective air purification is based on soilless, microbe-based biofilters that equal the efficiency of thousands of normal house plants.

The plants are the most visible part of the product, but the invisible part of the product is the technology: the sensors and the artificial intelligence, which monitor the plants' well-being and make sure Naava works seamlessly and remains in perfect shape.

This is how the Naava green wall works



Learn more about how Naava's stunning, innovative green walls deliver nature's benefits and pure air to any space, anywhere at www.naava.io

At TechDay LA you can meet our VP Sales & Partnerships Kati Suomi at booth #808 or tel. +1 617 504 6338, kati.suomi@naava.io

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NAAVA IN SHORT

- Company founded in 2012 in Finland to reconnect humanity with nature with over 50 employees in Finland, Sweden and the USA.
- Naava is no ordinary green wall: it's a biological air purifier, humidifier, living wall and space divider all in one.
- Naava is easily movable and fully automated. A piece of wellness furniture awarded with several design and innovation awards.
- WIRED has chosen [Naava as the hottest startup in Finland and one of the hottest in Europe](#). In addition, [Naava is one of Europe's fastest growing companies](#) according to Inc.
- Naava units are currently sold throughout Finland, Sweden and major metropolitan areas of the United States and Canada.
- Prices start at \$5000 per unit plus maintenance agreement.

Additional material:

Download our product brochure for more information about Naava:

<https://www.naava.io/download-materials>

Read our latest press releases and download images <https://www.naava.io/for-media>