

Press release October 23, 2018

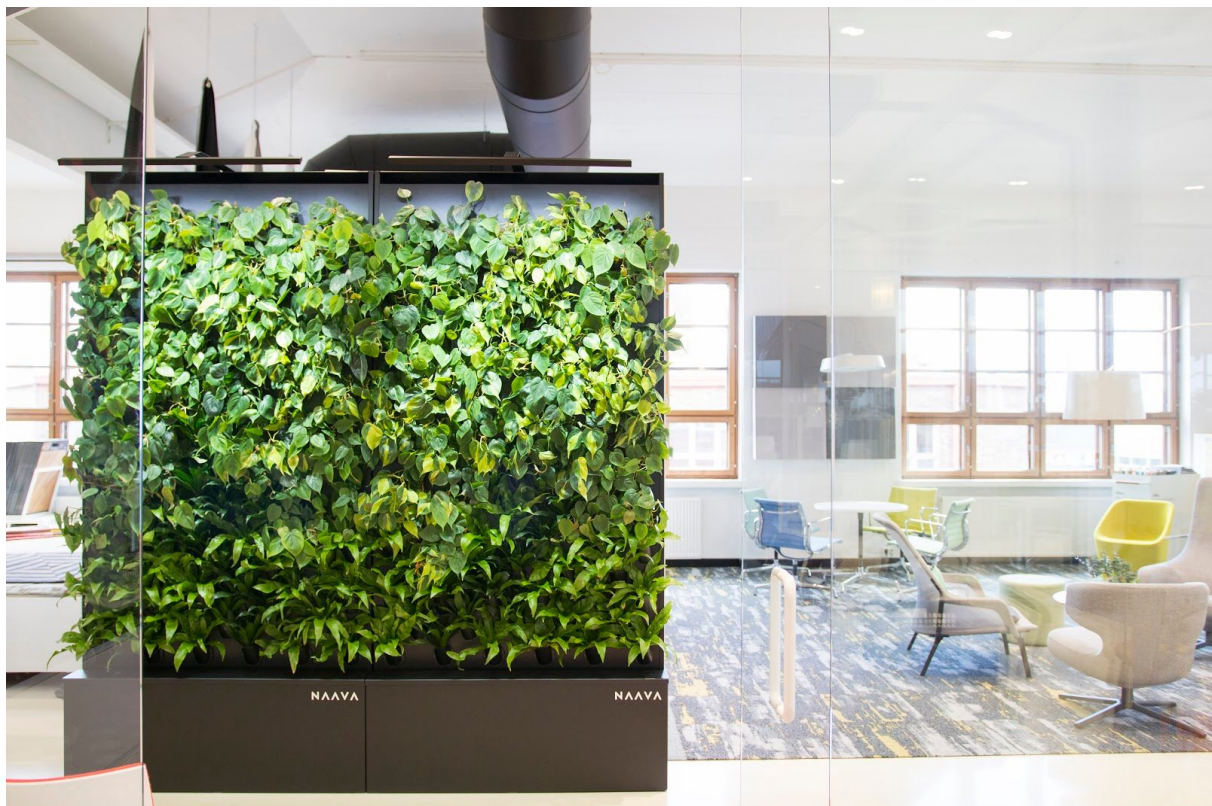
Award-winning Finnish healthtech furniture Naava introduced to Central European markets at Orgatec

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. People 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 10,000 liters of contaminated indoor air every day. In addition, we are often disconnected from nature 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 & Partners.

October 23-27, Naava is introducing its revolutionary healthtech furniture innovation at Orgatec in Cologne, Germany in Vitra's Work exhibition hall.



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.

“With Naava it's like working outside, indoors. With Naava, illness is reduced, fatigue is halted and brain performance is improved. Naava healthtech furniture is a visual demonstration that people are feeling well in the space. We are now happy to inform that Naava will be available in the first Central European markets in 2019 and we are looking for mission-matched partners in these markets,” Suomi continues.

Architects and interior designers play an integral role as Naava's partners. Naava has received several design and innovation prizes. The ease of use, efficient air-purification features and biophilic aspects of Naava green walls have made them a big hit in the Nordics and the North America with close to 2,000 Naava green walls installations. Naava green walls are the easiest way to bring fresh natural air and real nature inside offices, schools and airports. Fresh Naava air is enjoyed at AstraZeneca, Forbes, Finnair, GE Healthcare, Hilton Hotels, JCDecaux, Samsung and many other global companies and organizations.



The plants are the most visible part of the product, but the invisible part of the product is the patented technology: the sensors and the artificial intelligence, which monitor the plants' well-being and make sure the green wall works seamlessly and remains in perfect condition. In addition to the technology, our expert Naava Service team makes sure Naavas always look beautiful by maintaining them regularly.

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 Orgatec you can contact Kati Suomi, tel. +358 40 7276488, kati.suomi@naava.io

Media contacts:

Päivi Vuolle

paivi.vuolle@naava.io

tel. +358 50 5354 899

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.

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>