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Finnish Lifa Air group got a 21 million Euro investment from Chinese Edifier Technology Inc. – A Joint Venture into Dongguan, China

Finnish clean air technology company Lifa Air Ltd. and Chinese consumer electronics manufacturer Edifier Ltd. have founded a Joint Venture company “Lifa Air (Dongguan) Air Purification System Co Ltd.” JV manufactures air purifiers for consumer market. Purifiers utilizes Lifa Air Ltd. technology and patents. Edifier holds 70% and Lifa Air 30% of Joint Venture shares.

“In past 25 years our products are sold to more than 100 countries, mainly in public and commercial buildings and industrial applications. While systematically scanning new markets we found out that our technology would fit perfectly also to Chinese household air purification market.” says the founder of Lifa Air, Mr. Vesa Mäkipää who also acts as President of Lifa Air Asia.

“Soon we found out that our Company’s resources alone were not enough to enter Chinese consumer market. Therefore, we attended to investor match making events by TEKES and Golden Bridge/Finpro at the end of 2014. I am very thankful to Team Finland who did help us find a perfect partner, Edifier for Chinese consumer market segment. With Edifier we managed to get the access to most prominent sales channels in China. Because of seamless co-operation, JV launched the first air purifiers in a Joint Venture event in Beijing on 12 October. The event was honored with her presence the new Ambassador of Finland Mrs. Marja Rislakki and local management of Finpro and Tekes”, continues Vesa Mäkipää.

“Understanding the importance of indoor air quality is booming round the world. Our new intelligent air purifiers combine real-time indoor air quality measurement and automatic optimization of air purification. Especially in China, there is a strong demand for such solutions. Our new products got a positive response in Chinese media. Based on the inquiries we received from Chinese consumers there is a great demand for such solution” says Johan Brandt the Sales and Marketing Director of Lifa Air.

Mobile app can control the Air purifier

LIFA air purification system consists of an air purifier, LIFAsmart measurement and control unit which measures real-time the most important indoor air quality parameters: amount of particulates (PM 2.5), formaldehyde (CH₂O), Carbon dioxide (CO₂), and Volatile Organic Compounds (VOC). LIFAsmart unit controls automatically the air purifier according to these parameters and thus optimizes the indoor air quality. With a downloadable mobile app, it is also possible to control the air purifier and monitor the indoor air quality.

LIFAsmart makes the air quality monitoring personal.

LIFAsmart measures the personal air quality like heart rate monitor measures personal pulse. With the LIFAsmart unit, it is possible to verify the air quality anywhere: home, in-car or at work. This unique feature helps the user to validate where she really needs an air purifier and shield herself against unhealthy environment.

Air purifier that can decrease indoor carbon dioxide level

According to scientific studies, increased level of carbon dioxide can have adverse effects: headache, disorientation, discomfort and concentration difficulties. Children are exposed to high CO2 level while sleeping in a bedroom door closed. The new LAF500 air purifier mixes fresh air with recirculated air. LIFAsmart unit measures CO2 level and controls the LAF500 accordingly. If necessary, the unit warms up the air before entering indoor. This secures fresh and healthy indoor air under all circumstances.

"There is a great need for such solutions especially in China where majority of the buildings have no forced ventilation. It fits well also in Finland to buildings with natural ventilation where it is common to suffer from lack of fresh air," says Brandt.

Other models re-circulate the indoor air. They remove particulates and gases very effectively without any ozone generation. LA300 and LA500 are designed for household use while LA700 is suitable for larger buildings due to its high air purification capacity. All units have very high CADR ratings and attention to detail is impressive.

Lifa Air also manufactures car filters for Chinese market, since standard cabin air filters are not effective against common pollutants. These filters are retrofits to most common vehicles.

Joint Venture is aiming high volumes

The new Joint Venture has production capacity for 500,000 air purifiers, 500.000 car filters and 5000 units of Air handling Units (AHU) filtering systems. The capacity can be expanded rapidly once the market demand meets the capacity.

"The future of Lifa Air looks very promising because there is a great need for fresh and healthy indoor air and with LIFAsmart monitor anyone can control her personal air quality anywhere", summarizes Brandt.

Further information

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Lifa Air Group

Lifa Air was founded 1988 in Finland for providing technology and products for better indoor air. Lifa's mission is to provide fresh and clean air and enhance the quality of life of people who suffer air quality problems as we as people who are concerned about indoor air quality. Until now company's offering has been purely b-to-b like HVAC cleaning systems, dust control and special air cleaning solutions e.g. for infection ambulances.

Lifa Air has branch offices in US, UAE and Hong Kong. Business focus is in countries where air pollution causes severe health problems e.g. in China, India and Indonesia. Lifa Air technology brings advantage in such demanding environments.

Edifier Technology Co., Ltd

Edifier was founded 1996 in Beijing. Company designs, manufactures and markets high quality loudspeakers and headphones for lifestyle and multimedia market segments. Edifier is the largest multimedia-audio device manufacturer in China. With the new Joint Venture Edifier expands its operations to become air purifier and home control provider.

Edifier has grown rapidly and it has expanded its operations to Asia, Europe, North and South America and Middle East. In 2004, Edifier decided to concentrate to audio products and today it has factories and offices in Beijing, Dongguan, Hong Kong, Canada, Australia, Argentina and Japan. Company employs more than 3000 people and it has distributors in more than 70 countries. Edifier listed to Shenzhen stock exchange in February 2010 and it collected over 1 billion RMB equity (140 million EUR). Its market cap is RMB 6.4 billion (28.10.2015).