



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WESTERN REGION SAN FRANCISCO

Regional Director  
(415) 848-5189

90 Seventh Street  
Suite 14300  
San Francisco, California 94103



the Warranty Act is a violation of Section 5 of the FTC Act, and the FTC has previously brought actions against companies for this type of Section 5 violation.<sup>3</sup>

In addition, claims by a warrantor that create a false impression that a warranty would be void due to the use of unauthorized parts or service may, apart from the Warranty Act, constitute a deceptive practice under Section 5 of the FTC Act.<sup>4</sup> Absent a Commission waiver pursuant to Section 2302(c) of the Warranty Act, a warrantor claiming or suggesting that a warranty is void simply because a consumer used unauthorized parts or service would have no basis for such a claim.

related to products offered by Blueair, Inc.

concerns about certain representations Blueair is making regarding its warranty coverage. In

Your Limited Warranty remains in effect only if your Blueair air purifier: Shows no evidence of tampering, mishandling, neglect, accidental damage, modification, abuse, misuse and/or repair done by anyone other than Blueair.

Staff similarly would be concerned about any additional representations made by Blueair that state or imply that its warranty coverage requires a consumer to purchase an article or service identified by Blueair or another brand, trade or corporate name. Furthermore, staff would be concerned if Blueair, in practice, denied warranty coverage based on the warranty provisions quoted above or any similar provision.

**This letter places you on notice that violations of the Warranty and FTC Acts may result in legal action. FTC investigators have copied and preserved the online pages in materials after 30 days. You should review the Warranty and FTC Acts and, if necessary, requirements. By sending this letter, we do and monetary remedies against Blueair based on past or future violations.**

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<sup>3</sup> See, e.g., Decision and Order, *In re Harley-Davidson Motor Co. Gr*

Thank you for your attention to this matter. Please direct any inquiries concerning this letter to Abdiel Lewis at [alewis4@ftc.gov](mailto:alewis4@ftc.gov) and Alyssa Wu at [awu1@ftc.gov](mailto:awu1@ftc.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "K. O'Shea", written over a faint horizontal line.

Regional Director  
Western Region San Francisco