

2021

BLUEFEEL

ABOUT US

A solution to the inconvenience that has already become a habit in the **Red Ocean**.
We create an evolved feeling of **Blue ocean**.

BLUEFEEL, a startup company that spin-off from Samsung Electronics' in-house venture, aims to provide an all-new appliance experience by refreshingly addressing the inconvenience of already familiar Red Ocean products.

We are one-stop company that plans and develops products with our unique ideas and technologies, and designs, manufactures, sales, and marketing.

HISTORY

2017

- Established 'Bluefeel'
- Spin-off from Samsung Electronics' in-house venture

2018

- Attract investment from Samsung Venture Capital
- 'First Penguin' Selected by Korea credit guarantee fund

2019

- Participate 19 domestic & International exhibitions including CES
- Selection of Gyeonggi-do Export Frontiers

2020

- Awarded Brand K
- Awarded the 'One million USD Export Tower'
- Selection of 'Promising export Company' by Ministry of SMEs and Startups for 2 consecutive years

2021

- CES 2021 hosted by Seongnam Industrial Promotion Agency, Selection of companies participating in digital exhibitions

[Main achievement]

- Cumulative sales of 500,000 Mini head fan Pro
- Montanc wireless vacuum cleaner successfully funded 1 million dollars
- Accumulated global crowdfunding over 1.7 billion

[Entered and export status]

- 27 offline channels including 4 major department stores and large discount stores
- Enter the mall, Naver Store, Open Market, and Social Market
- Export 11 countries including Japan, Hong Kong, the United States, Taiwan, Australia and Dubai.

Products



MINI HEAD FAN



MINI HEAD FAN PRO



MINI FAN holder



BARSET 4D FAN



ESSI SLIM FAN



SWADA humidifier



FLOATLE humidifier



MONTANC vacuum



OBOD sterilizer



OBOD soap dispenser

01. FAN

MINI HEAD FAN

MINI HEAD FAN PRO

BARSET 4D

ESSI



BLUEFEEL

Product size : 60*48*158mm / 103g
Package size : 61*53*163mm / 170g
Carton box size : 45ea /
515*330*195mm /8.725kg
HS code : 8414.59-9000

MINI HEAD FAN



Small but sufficient portable fan mini head
[1st generation]

Characteristics

40km/h Wind speed / 6cm ultra mini head / 103g light weight

Maximum of 24hour use / Made in Korea

Package

Main body / stand / strap / USB cable (5pin) / user's manual



Most Powerful for its size

Minimum size & weight, but Maximum power & Usability



Drone motor



Ultra mini



Super light



All day long



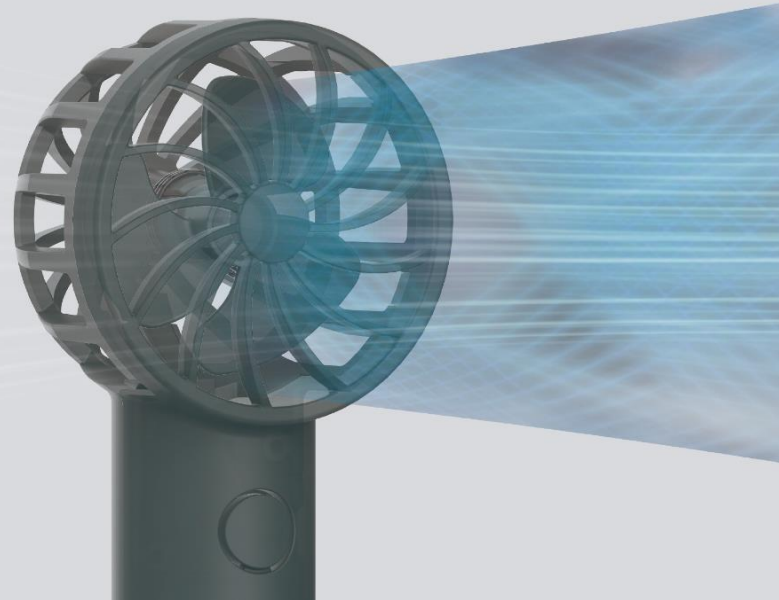
Quick charging



Drone Technology,

The secret behind Strong wind

We have upgraded the technology of robust drone motors to endure any weather conditions. Unmatched speed of 10,000 rpm, strong wind as fast as 40 km/h from a small head. We present you with the cool wind that you can never forget.



Product name : Mini head Fan
Output : 3.5W
Input : 5V, 1A
Usage time : 5~24h
Charging time : 3.5h
Battery capacity : 2,600mAh
Manufacturing : Republic of Korea



Product size : 60*51*159mm / 99g
Package size : 60*53*164mm / 145g
Carton box size : 45ea / 515*330*195mm
7.6kg
HS code : 8414.59-9000

MINI HEAD FAN PRO



Much lighter, quieter, Cooler wind stay longer
Upgraded premium portable mini-head fan Pro [2nd generation]

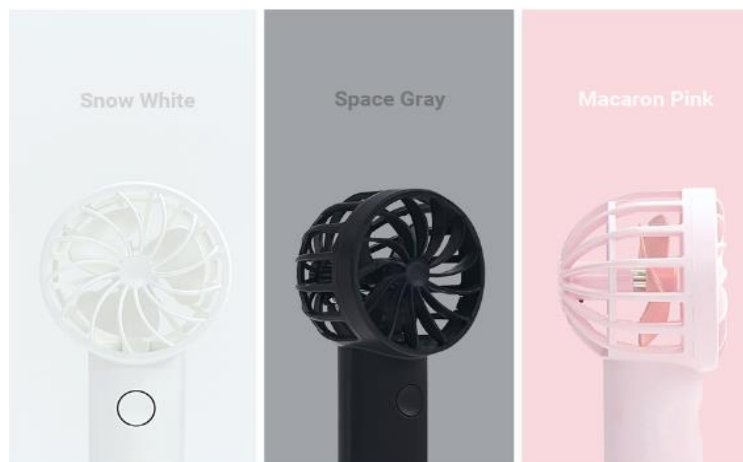
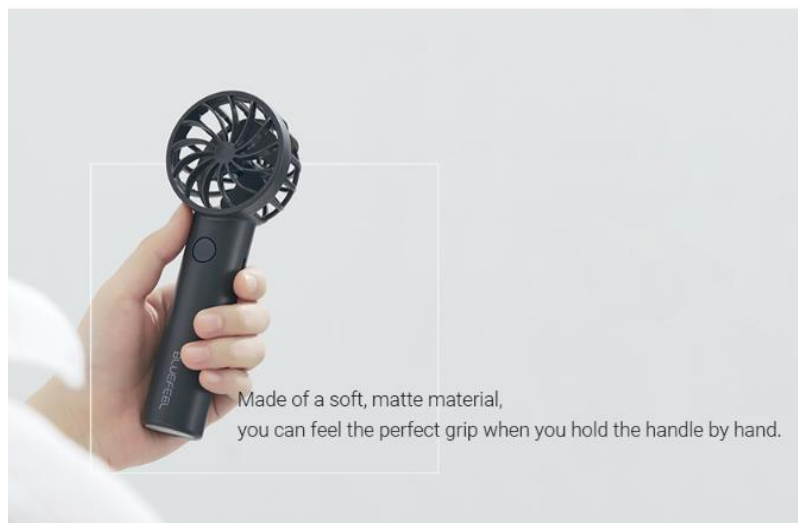
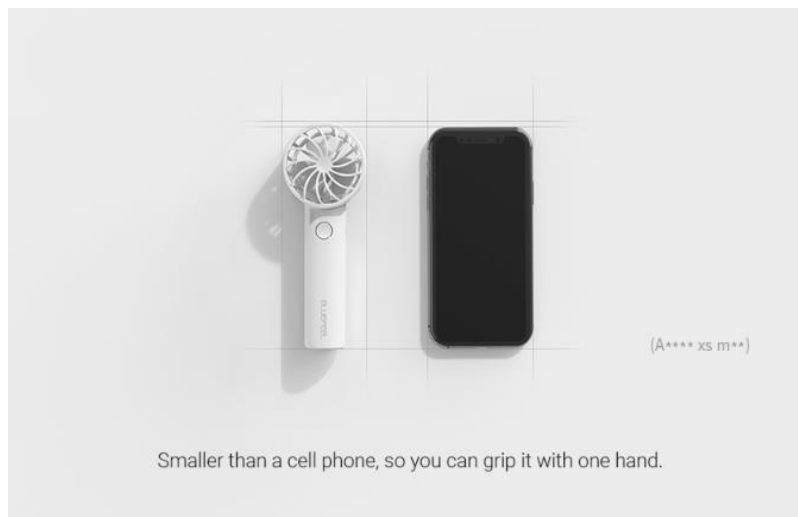
Characteristics

99g Extra light weight / Strong winds up to 6hours /
Low winds up to 24hours / upgraded touch button / Made in Korea

Package

Main body / stand / strap / USB cable (5pin) / user's manual





Add sensibility to colors

Snow White / Space Gray / Macaron Pink
Classic, Modern, Sweet : Chic color options



Waiting is just a moment, but the wind lasts for a long time



The temperature controlled fan, which has up to 67% saving power effect, enables you to use it safely for a long time even if you charge it for a moment.

Product name : Mini head Fan Pro
Output : 1.7W
Input : 5V, 1A
Usage time : 6~24h
Charging time : 5h
Battery capacity : 2,200mAh
Manufacturing : Republic of Korea

BLUEFEEL

Product size : 100*30mm / 49g
Package size : 67*38*102mm / 90g
Carton box size : 135ea / 535*325*270mm
13.15kg

A Holder for BLUEFEEL mini-head fan

MINI HEAD FAN Holder



Product name : Mini head fan holder
Manufacturing : Republic of Korea
Color : Black, Blue

BARSET 4D

All the functions of the living room fan are transferred to the table Desktop fan Basset 4D

Characteristics

height adjustment / Left and Right turn / Angle adjustment / Remote control

Wireless / 48 hours of continuous use / detachable safety net

Package

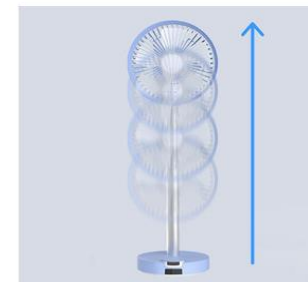
Main Body / Remote Control / Remote Control Battery

USB Cable (C-Type) / User's Manual





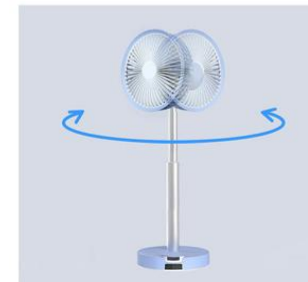
Easy control of Airflow
BARSET 4D FAN



Up to 52cm adjustable height



Remote control



30° vertical tilt head



90° horizontal auto oscillation

Product name : Barset 4D Fan
Output : 6W
Input : 5V, 2A
Usage time : 4~48h
Charging time : 3.5h
Battery capacity : 5,000mAh
Manufacturing : China

BLUEFEEL

Product size : 206 *170*64 mm 242g
Package size : 172*70*224 mm 376g
Carton box size : 725*460*360 mm
16.17kg

NEW!

ESSI SLIM

Bluefeel slim neckband fan

Characteristics

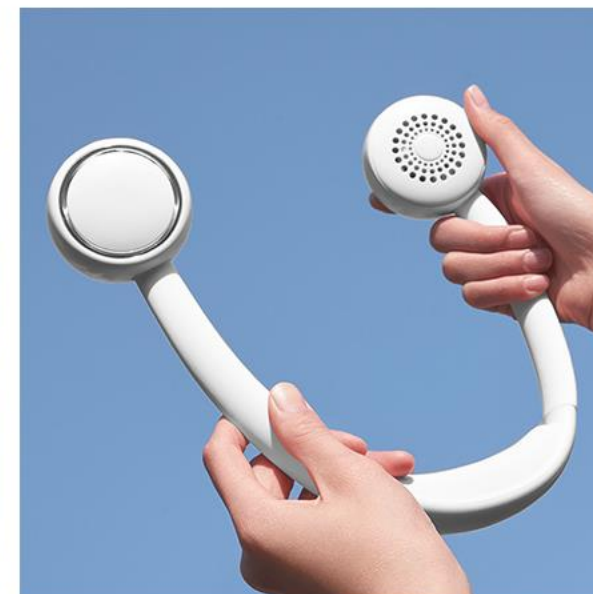
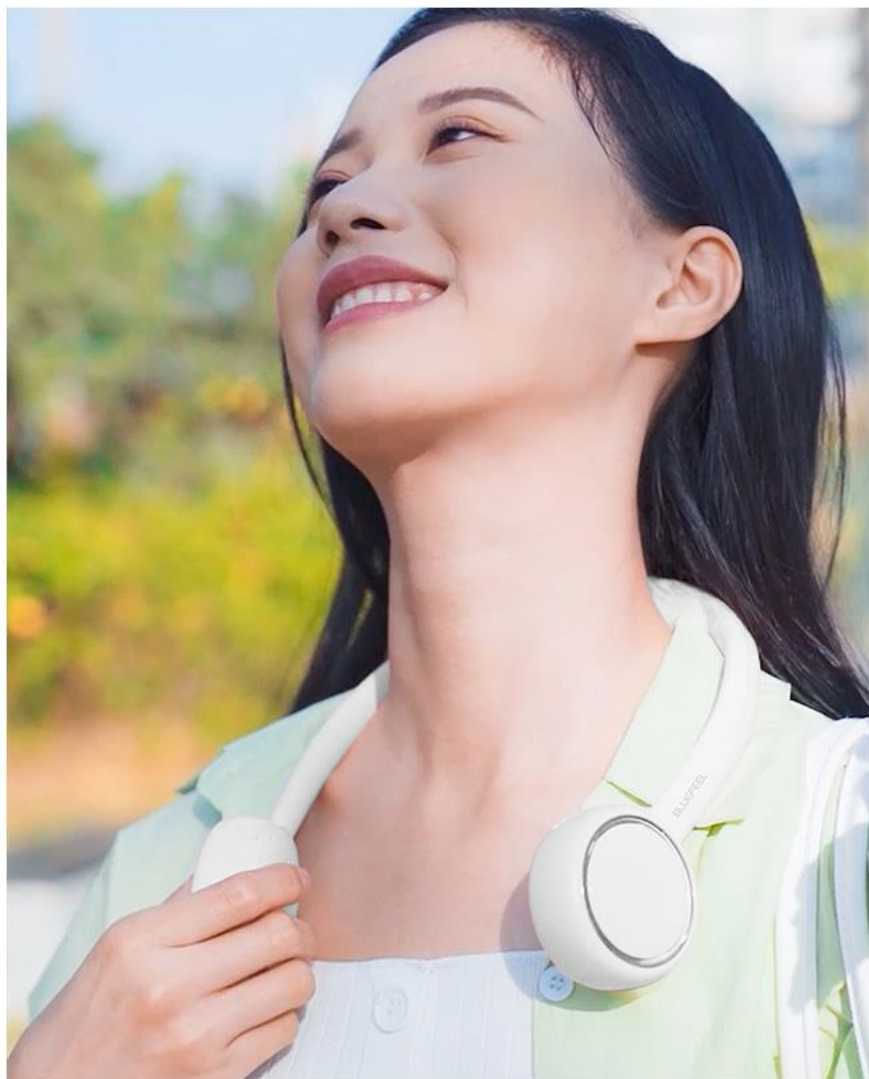
Slim design / Bladeless fan / Free angle adjustment

Large Battery / Light weight

Package

Main Body / User's Manual





Product name : ESSI SLIM
Input : 5V / 1A
Usage time : MIN 2 ~ MAX 8
Charging time : 3.5h
Battery capacity : 2,600mAh
Manufacturing : China

02. Humidifier

SWADA
FLOATLE





Product size : 39.4*211.7mm / 382g
Package size : 104*104*240mm / 547g
Carton box size : 25ea / 574*574*270mm
15.5kg
HS code : 8479.89-1090

SWADA



**Vibrator replaceable 100% clean
humidifier SWADA**

Characteristics

replaceable vibrator / 100ml/h power spray

Wireless use 4~8hours / Mood light function / / Safe domestic production

Package

Main body / 2 filters / Vibrator / USB Cable (C-Type) / User's manual / Deco sticker



100% Clean

when the vibrator is replaced

SWADA is the only hygienic humidifier without disinfectant, replacing all the vibrators and filters that bacteria can multiply.



Mode 1
All Night Humidity
40ml/h 8h



Mode 2.
Super-rich Humidification
100ml/h 3h



Product name : SWADA
Mist Output : 40~100ml
Input : DC5V, 1.5A
Usage time : 3~8h
Charging time : 4.5h
Battery capacity : 2,200mAh
Manufacturing : Republic of Korea

FLOATLE

**Floats in a cup for easy use,
Wireless ultra-mini humidifier floatle**

Characteristics

No need to clean the tank / Wireless use / Low noise

3~5hours use / Rich humidification

Package

Main body / pouch / USB Cable (5pin) / extra filter / User's manual



Wirelessly Floating on Water

Created by Bluefeel's technology and design, here comes a portable wireless mini humidifier

There is no need to clean the tank



Wirelessly lasting for 3 to 5 hours

FLOTLE will make sure to maintain a pleasant humidity level regardless of place, time, and season and prevent dry skin and respiratory diseases

*lasting for 5 hours at the 2 level of the intermittent mist mode when fully charged

Shh! FLOTLE is perfect for a quiet place

Silently increase the humidity with FLOTLE
The whisper-quiet FLOTLE operates silently in quiet places



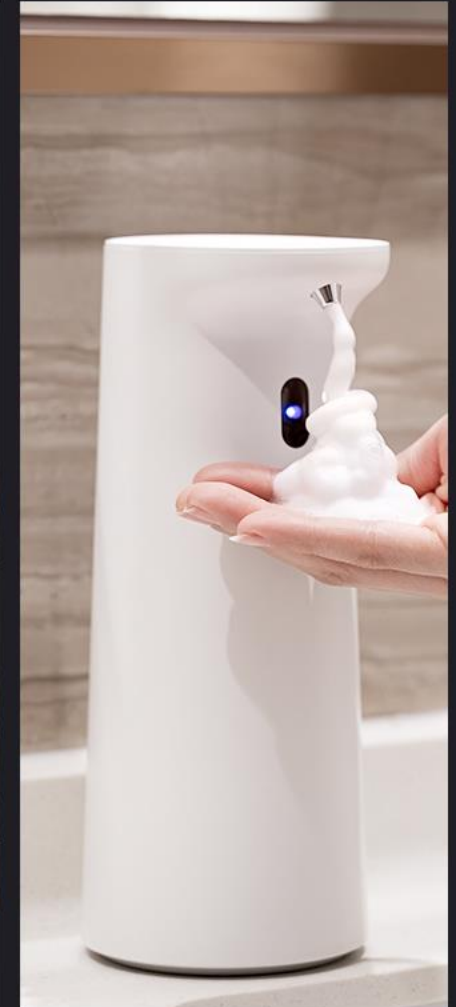
Product name : Floatle
Mist Output : 30~50ml
Input : DC5V, 0.8A
Usage time : 3~5h
Charging time : 1.1h
Battery capacity : 800mAh
Manufacturing : China

03. Home appliance

MONTANC

OBOD UV SWAB

OBOD SOAP DISPENSER





Product size : 73.4*360mm / 535g
Package size : 406*116*340mm / 1925g
Carton box size : 4ea / 418*476*364mm
8.677kg
HS code : 8508.11-9000

MONTANC

Lighten up the cleaning, enable immediate cleaning
premium object vacuum Cleaner, Montanc

Characteristics

Strong suction power up to 15,000PA / 535g light weight

Objet design / Three different nozzles available in various locations

Package

Main boy / standing charger / Crevice tool

Extension wand A,B / Cleaner head / Charger / User's manual

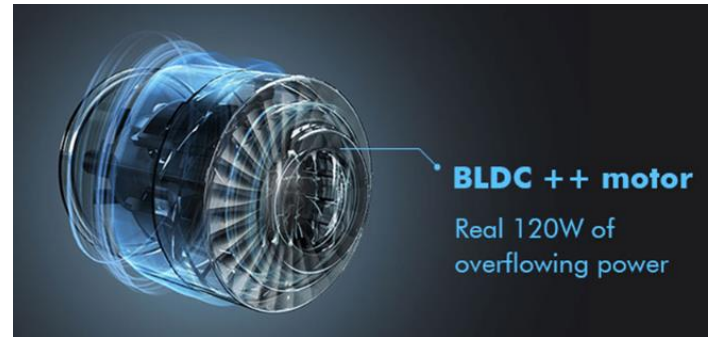




Meet Montanc,

The only handheld vacuum that weighs in at only 1.2 lbs and has the insane suction power strong enough to effortlessly pick up an iPad.

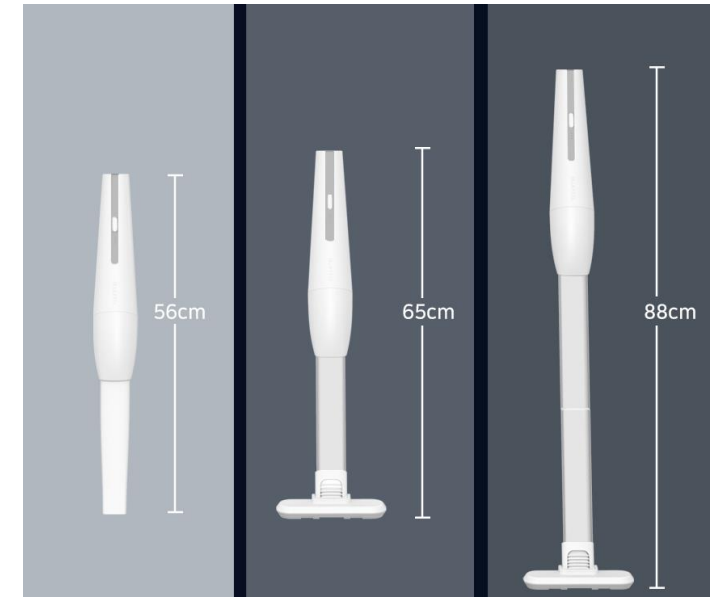
Light and powerful, our relentless engineering and attentive design are what makes cleaning with Montanc fun AND effortless.



Releases filtered air upwards

Considerately engineered to releases filtered air from the upper part of the vacuum

Hepa filter removes most particles as small as 0.3 microns



①
Crevice Tool

②
One Extension Wand
+
Cleaner Head

③
Two Extension Wand
+
Cleaner Head

Product name : Montanc
Output : 120W
Input : 11.1V, 1A
Usage time : 9~30min
Charging time : 2.5h
Battery capacity : 2,000mAh
Manufacturing : China

BLUEFEEL

Product size : 34*40*219mm / 135g
Package size : 64*61*239mm / 273g
Carton box size : 50ea / 680*255*330mm
14.5kg
HS code : 8543.70-2090

obod

UV SWAB

**Rapidly achieve 99.9% sterilization,
Premium UV portable sterilizer SWAB**

Characteristics

high powered UV-C LEDs sterilization / Light weight /
Safety features / Semi-permanent LED lamp / Mounting safety features

Package

Main body / Strap / USB charger (C-Type) / User's manual





Certified sterilizer



Product name : OBOD UV SWAB
 Output : 7W
 Input : 5V, 1A
 Optical Power : UV-C 5mw / UV-A 20mw
 Bead wavelength : UV-C 275nm
 UV-A400nm

Usage time : 1h
 Charging time : 2.5h
 Battery capacity : 2,000mAh
 Manufacturing : China

BLUEFEEL

NEW!

obod

SOAP DISPENSER

Bluefeel obod auto soap dispenser

Characteristics

Infrared sensor detection / large-capacity size / soft foam

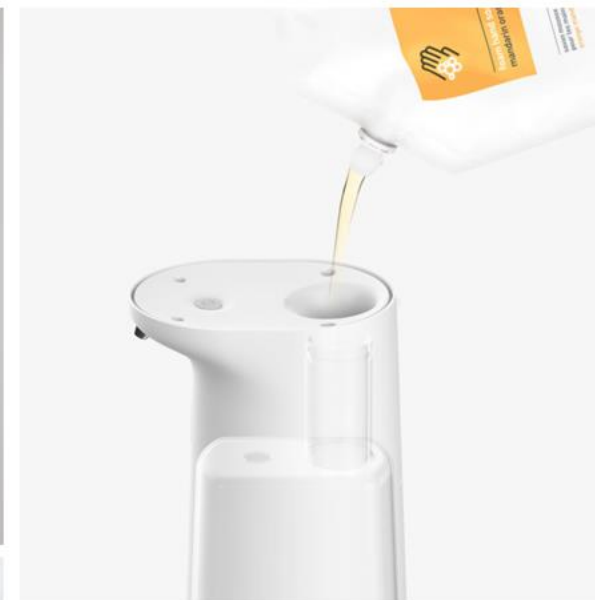
All-in-one object design / low noise motor

Package

Main Body / User's Manual

Product size : 215*99*89 mm 320g
Package size : 107 *226*90mm 365g
Carton box size : 427*446*470mm 8.9kg





Product name : OBOD AUTO
SOAP DISPENSER

Output : 1.5W
Input : 6V
Battery : AAA Battery
Capacity : 400ml
Manufacturing : China