

An aerial photograph of a vast, dense forest. The trees are a mix of dark green and lighter green, suggesting different species or sunlight filtering through. The lighting is soft and even, creating a sense of depth and texture in the canopy. The overall mood is serene and natural.

NAVA

breathe



Best  
Workplaces 20  
Finland

Nordic healthtech company with 40 employees  
Founded in 2011

Offices in Helsinki, Stockholm and New York

Naava's active green walls are produced in Jyväskylä, Finland, US warehouse  
in New Jersey, USA

Global Leader in Biological Air Purification & Plant Walls



An aerial photograph of a large, calm lake surrounded by a dense forest of evergreen trees. The sky is filled with soft, wispy clouds, and the sun is low on the horizon, creating a warm, golden glow. The water reflects the sky and the surrounding forest. The text "The air you breathe is the next global health trend" is overlaid in white, bold, sans-serif font across the middle of the image.

**The air you breathe is the next global health trend**

**NAAVA**

**The problem: In global cities, people breathe man-made air 23 hours a day**

**“Air pollution** is the single largest global health risk of our time”



**“Indoor air** is 2 to 5 times more polluted than outdoor air”



**“Average office air** makes you dumber & less productive”





1kg



2kg

# Indoor air facts

Indoor air may contain

**900**

harmful chemicals

Harvard study shows an improvement of

**61%**

in cognitive functions caused by pure air

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We spend

**90%**

of our time indoors

**15%**

Of all absences of work are related to bad indoor air quality

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## **Our solution:**

Perfect marriage of technology,  
nature and Scandinavian design,  
delivering pure air to people  
everywhere.

We help our customers create  
healthier, happier & more  
inspiring workplaces.

**N A A V A**

# The next office trend: Revolutionary smart green furniture & clean indoor air



# Patented biofilter furniture designed for air purification

1

Indoor air is absorbed through the plants' roots and the soilless growth medium.

2

The microbes of the roots purify the air of harmful chemicals.



3

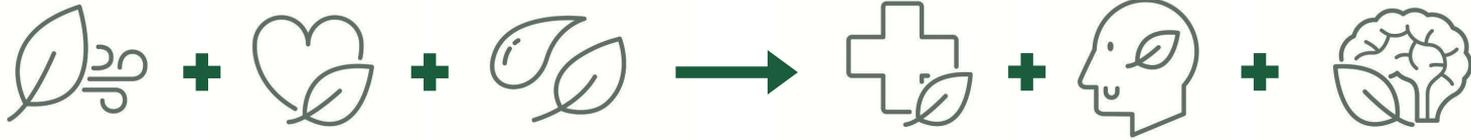
The fans return the pure and naturalized air back into the room.



One Naava equals over 4,000 plants in air purification efficiency!

Check out Naava tech film:  
[https://youtu.be/QqN6z9\\_F7HY](https://youtu.be/QqN6z9_F7HY)

# We have scientific validation both for our product's quality and its effect on people



NATURALIZES INDOOR AIR

REDUCES HARMFUL  
CHEMICALS

OPTIMIZES HUMIDITY

ILLNESS IS REDUCED

FATIGUE IS HALTED

COGNITIVE PERFORMANCE  
IS IMPROVED

Scientific research conducted by:



Example research:

Naava removes on average 56% chemicals on a single pass through the system ([peer-reviewed scientific publication](#))

Naava has a **granted patent for the product & tech concept** (EU, in the process in China & US).





## Choosing Naava

Pick a model and  
customize Naava to fit  
your space



**NAAVA**  
one slim



**NAAVA**  
one



**NAAVA**  
duo



## ÅWL Arkitekter

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“The most exciting thing about Naava is that it’s not just a green wall. It’s a biophilic element, an acoustic solution, and air purifier and humidifier at the same time. No other solution combines all these elements. In terms of biology, we humans are still the same we were in the Stone Age, and indoor spaces aren’t natural environments for us. That is why we need to find a way to adapt to life indoors. Naava brings indoor spaces the air quality our bodies crave for but don’t usually get. I can really recommend it to everyone - this product could virtually be described as a solution providing societal benefits.”

**SVEN OSTNER,**  
**IN CHARGE OF RETAIL SPACES AND PROJECTS**



“Naava embodies the pioneering nature of our store as an expert of wellbeing. At the same time, Naava makes the customer experience more memorable. In comparison to a conventional green wall, it felt like an ingenious alternative with its air purifying effects.”

**ANU PEKKONEN, ENTREPRENEUR**



# SEB

“We wanted to create the new premises in the employee's terms by thinking about the ways in which we could make the most functional, sensible and motivational environment for us. The people at SEB were a big part of the design process from the start.”

**HR BUSINESS PARTNER SALLA NYQVIST**





Ympäristöministeriö  
Miljöministeriet  
Ministry of the Environment

”Our construction project was an indoor air project at the same time, so we wanted to make sure the green wall had more features than just striking visuals. Thus, we decided to also take into account the air purifying and refreshing effects.”

**KIMMO TAKAMAA, DEVELOPMENT MANAGER**



NAAVA

An aerial photograph of a large, calm lake surrounded by a dense forest of green trees. The sky is a mix of light blue and soft orange, suggesting a sunset or sunrise. The water reflects the sky and the surrounding forest.

# NAAVA

**Our vision is that by 2025, a billion people can choose to breathe clean Nordic forest air, everywhere, every day, with Naava.**

**VP Sales Partnerships**

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