

Beurer Hungary strengthened as a European production facility for medical devices

Ulm, 22 January 2021 – The current coronavirus pandemic is presenting major challenges to many companies. However, it is in times of crisis when Europe’s close economic links become particularly apparent. The coronavirus investment programmes approved by the EU are also helping German SMEs. Hungary is supporting Beurer with a total of 1.36 million euros for its project to set up and expand a European production plant for the manufacture of medical devices. Completion is planned for the second half of 2021.



The investment programme supports companies that, despite the difficult pandemic conditions, are still willing to invest in innovative projects and have secured jobs – and thus the future of many employees. At a press conference by the Hungarian

Ministry of Foreign Affairs with representatives of foreign trade, it was announced that Beurer would be one of three German companies to receive this state subsidy as investment support from Hungary. As such, the company will be able to strengthen the position of German brands in European trade. In addition, by expanding the production site in Veszprém in Hungary, it will also be able to produce high-quality medical devices there in the future. This will help to drive forward the supply of devices independently of international supply chains.

Beurer has been producing the entire range of flexible heating products in Hungary since 1992. Under the leadership of Csaba Soós, Managing Director of Beurer Hungary, the plant will now be expanded into a European production facility for medical devices. The health specialist will produce products including clinical thermometers, infrared lamps, blood pressure monitors and medical face masks here.

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Beurer starts in-house production of face masks



Beurer's in-house production of medical face masks started last year. To enable this, three production lines were set up at the Beurer site in Veszprém. These lines produce surgical masks and, in future, will also produce FFP2 face masks for use in the medical sector and for end

consumers. As a manufacturer of medical devices, it goes without saying that Beurer fulfils all of the necessary quality criteria for the medical sector, and helps to ensure widespread availability more quickly.

To gain a fascinating insight into our mask production, please see our video at: https://www.youtube.com/watch?v=GXftER2PN_A.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio, which is under constant development in all areas, offers products for use in the home. It includes: personal bathroom scales, kitchen scales, luggage scales, air purifiers, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake up lights, a snore stopper, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation thermometers, activity sensors and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be linked to the expanding Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,000 people. You can find more information at www.beurer.com.