

Press release

Beurer Blood Pressure Monitors “Made in Europe”

Ulm, 6 September 2024 – The Ulm-based health specialist Beurer will be presenting its new BM 48 and BM 38 Upper Arm Blood Pressure Monitors at IFA 2024 in Berlin from 6 to 10 September 2024. With the two easy-to-use products, the German market leader when it comes to blood pressure monitors is proud to present two new “Made in Europe” devices.

The Hungarian plant in Veszprém has been producing flexible heating products since 1992. In 2021, Beurer expanded it into a central European production facility for medical devices.



“By expanding our range of blood pressure products, we are strengthening our production site in Europe,” says Sebastian Kebbe, Managing Director of Beurer GmbH. “It means we can respond even more flexibly to demand, and we also see the increasing importance of the ‘Made in Europe’ aspect for end consumers.”

Blood pressure monitors “Made in Europe”

The two new BM 48 and BM 38 Upper Arm Blood Pressure Monitors are intuitive to use and feature single-button operation. During the measurement, the inflation technology makes things convenient by already taking the blood pressure during inflation, thus speeding up the measurement process.

An arrhythmia detection function warns of possible cardiac arrhythmia and the risk indicator interprets and classifies the values at the end of the measurement. Throughout the measurement, the cuff position check symbol indicates whether the cuff is correctly positioned whilst the measurement is being taken. If it is incorrectly attached, the measurement is aborted after approx. 15 seconds. The cuff included in delivery with both blood pressure monitors is suitable for upper arm circumferences of 22–42 cm. What’s more, the USB-C connection ensures optimum mains operation.

BM 48 Upper Arm Blood Pressure Monitor

The blood pressure monitor with *Bluetooth*[®] function provides an easy way to keep an eye on your blood pressure values at all times with the app [“beurer HealthManager Pro”](#).

Main features:

- Blood pressure monitor with *Bluetooth*[®] function: Keep an eye on your blood pressure values at all times with the app “beurer HealthManager Pro”
- Easy to use
- Patented resting indicator for precise measurements
- With USB-C connection for optional mains operation
- Inflation technology: Measurement during inflation, with increased comfort and faster measurement time
- Cuff position check: For ensuring the cuff is correctly placed on the upper arm
- Arrhythmia detection function: Warns of possible cardiac arrhythmia
- Risk indicator: Classification of measurements with colour scale
- With cuff for upper arm circumferences of 22–42 cm
- Very easy-to-read XL display with backlight



BM 38 Upper Arm Blood Pressure Monitor

The BM 38 Blood Pressure Monitor is easy to use. After the measurement, the results can be conveniently transferred to the “beurer HealthManager Pro” app using its “Scan & Save” function and recorded digitally.

Main features:

- Easy to use
- Patented resting indicator for precise measurements
- With USB-C connection for optional mains operation
- “Scan & Save”: Digitally record blood pressure values in the “beurer HealthManager Pro” app
- Inflation technology: Measurement during inflation, with increased comfort and faster measurement time
- Cuff position check: For ensuring the cuff is correctly placed on the upper arm
- Arrhythmia detection function: Warns of possible cardiac arrhythmia
- Risk indicator: Classification of measurements with colour scale
- With cuff for upper arm circumferences of 22–42 cm
- Very easy-to-read XL display



All Beurer highlights will be presented at IFA from 6 to 10 September 2024 in Hall 4.1 at Stand 210.

Beurer GmbH

Söflinger Straße 218
D- 89077 Ulm
Tel. +49 731/3989-0
Fax +49 731/3989-295
www.beurer.com

Beurer Press Contact

Anke Niess
E-Mail: presse@beurer.de

Social Media**About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the family-run company leads the way in several areas of this segment. Originally a manufacturer of heat pads and heated underblankets, the company has grown into a full-range supplier offering more than 500 products. Beurer offers various products for use at home in the categories of health, wellbeing, beauty, personal care, home, fitness and baby, including blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, hearing amplifiers, daylight therapy lamps, insect bite healers, a mobile ECG device and an emergency wristband, as well as products for pain therapy and women's health. The range also covers the areas of flexible heating, weight & diagnosis, air & aroma, massage & shiatsu and sleep & rest. What's more, Beurer offers various beauty products in the categories of FaceCare, BodyCare, HairCare, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the personal care category. The company offers a range of fitness products in its Antelope by beurer and Physioline product groups, along with numerous abdominal muscle trainers. The baby category contains special products adapted to the needs of children, babies and their parents. With its "Connect" product group, the health specialist offers a wide range of apps that can be combined with Beurer products and make everyday life easier. Around 1,700 employees worldwide and a global distribution network spanning more than 100 countries ensure the company's ever-growing success. You can find more information at www.beurer.com.