

Press release

Beurer is the “Brand of the Century” for the fifth time in a row

Ulm, 17 January 2025 – Beurer is pleased to receive a prestigious award – after the Ulm-based health specialist was awarded the title “Brand of the Century” in 2013, 2016, 2019 and 2022, Beurer has now also been honoured with this prestigious title for 2025.



The “Brand of the Century” award is given every three years and highlights outstanding brands that set standards in their respective product category. Beurer has been impressing its customers for decades with an innovative and extensive product range and is now receiving the title for the fifth time in a row. "We are proud to receive this award again. It acknowledges our commitment to continuously

developing innovative and high-quality products that enrich the lives of our customers," says Kerstin Glanzer, Marketing Manager at Beurer.

All award winners are presented in the book “Deutsche Standards - Marken des Jahrhunderts” [German Standards - Brands of the Century], which is published by Florian Langenscheidt under the umbrella of the ZEIT Verlagsgruppe publishing group. The book provides a comprehensive insight into Germany’s brand landscape and documents the stories behind the award-winning companies. There is only one “Brand of the Century” for each category, which is decided in a transparent selection process.

Having been awarded “Brand of the Century” yet again, Beurer continues its path as a pioneer in the field of health and well-being and reinforces its position as a leading provider in the industry.

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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.