

Press release

Beurer once again receives Top Company seal

Ulm, 7 January 2025 – kununu, a major employer ratings platform in German-speaking countries, has named Beurer as a Top Company 2025. It has been given this award again based on independent ratings from employees on the platform. This means that the Ulm-based health specialist offers one of the best working environments in Germany.



"We congratulate Beurer on receiving the Top Company seal yet again," says Nina Zimmermann, CEO of kununu. "This award is only given to five percent of the companies that have received particularly positive ratings on kununu. It represents recognition and appreciation and sends a strong signal to potential applicants. In addition, the seal not only has an external effect, but also strengthens the corporate culture. For example, 52 percent of seal buyers received feedback on the award from their employees – 77 percent of this feedback was explicitly positive."

Beurer's focus is on appreciating its staff

For Oliver Neuschl, Commercial Director of Beurer, the award validates the company's efforts: "The Top Company seal means a lot to us because it shows that our employees feel comfortable at Beurer. Their positive feedback motivates us to continue to create a working environment based on appreciation, trust and collegial collaboration. Beurer is an employer where both talent can develop and specialists and managers can thrive."

What are the criteria to qualify as Top Company?

To qualify for the kununu Top Company seal 2025, a company must meet the following criteria:

- At least seven ratings from employees since the profile creation. Ratings from applicants are excluded.
- A minimum score of 3.8 stars (out of a possible 5), both overall and in the employee ratings.
- The ratings score from employees must have been at least 3.8 stars over the past twelve months.

- At least two new ratings in the past twelve months. An updated rating also counts as a new rating here.

A survey by kununu among companies that were awarded Top Company in the last seal season showed: 56 per cent of those polled rather agreed and 13 per cent fully agreed that the seal has improved their competitive position in the running to acquire qualified professionals. In addition, more than half of the top companies from the previous year (58 percent) reported an increased number of applications due to the seal.

Further information about Beurer as an employer and vacant positions can be found on the [Beurer careers page](#).

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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.