

HK 37 To Go: Stay warm and stylish on the move

Ulm, 29 August 2018 – The HK 37 To Go heated tube scarf is a practical yet stylish accessory for when it’s chilly outside. The exterior boasts a stylish cable-knit design while the inner lining is fleecy and, with an integrated powerbank, your neck is kept warm at three cosy temperature settings. Beurer will be proud to present the newest product in the Heat To Go range at the IFA in Berlin from 31 August to 5 September.

HK 37 To Go – with powerbank for a little extra warmth



The HK 37 To Go heated tube scarf is the perfect product for those of us who find that a regular scarf or turtleneck simply isn’t warm enough but still want to stay stylish. The scarf has a drawstring to make sure it always sits just where you want it. Its chic, grey cable-knit design goes with any colour or pattern. This makes it a practical addition to any wardrobe because it goes with just about any item of clothing you own. The tube

scarf itself is already a must-have accessory, but that’s not all it has to offer: Whether you’re on the move or hanging out at home on the sofa, the integrated powerbank means that, if you want, you can warm up your neck even without pesky plug-in cables.

The HK 37 is button-operated at the front. Here, three different temperature settings can be selected, so the user has consistent warmth at an intensity to suit them. The control button is integrated discreetly into the stylish cable-knit design on the exterior of the product. If the heating function is activated, it will light up green, yellow or red depending on the setting, turning the scarf into an eye-catching conversation starter.

The powerbank is removable, meaning the HK 37 is also machine-washable (delicate cycle at 30°C). A capacity of 2,500 mAh means the powerbank

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will provide warmth, without being plugged in, for approx. 2 hours. You can easily charge up the powerbank using the micro-USB charging cable provided, with an approximate charging time of 4.5 hours. As an added bonus, the powerbank can also be used as a charging device for smartphones.

Beurer is presenting new products across all product areas at the IFA 2018. All of the highlights will be on show at Beurer's booth from **31 August to 5 September 2018** in **hall 4.1, booth 212**.

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 the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, 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, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the growing 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 900. Further information is available at www.beurer.com.