

Beurer named “brand of the century” for blood pressure monitors

Ulm, 21 November 2018 – For the first time the “DEUTSCHE STANDARDS – Marken des Jahrhunderts 2019” (German standards – brands of the century) are appearing under the umbrella of the publishing group ZEIT Verlagsgruppe. The book première of the new edition was held on 14 November in Frankfurt. There, Dr Florian Langenscheidt, publisher of the brand compendium, presented Beurer Managing Director Georg Walkenbach with the renowned award for the blood pressure monitors product category.

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The “brands of the century” are published every three years. The project honours the highest rated German brands in different product segments. Beurer appears in the compendium as one of a total of only 200 brands for the blood pressure monitors product category. The brands are selected using various factors. The criteria include, for example, the age of the brand, being part of a family company and the internationality of the brand.



Beurer Managing Director Georg Walkenbach received the award from Dr Florian Langenscheidt during the celebratory première of the book. “As a German family company that is soon to celebrate its 100-year anniversary, we are

delighted to appear in the exclusive group of the ‘brands of the century’ again. We see this as confirmation, not only of our sustainability, but also of our innovative strength,” commented Georg Walkenbach about the prize. For Beurer this is the third award in a row as a “brand of the century”.

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.