

## **On the path towards growth: Beurer opens branches in India, Poland and Switzerland**

**Ulm, 27<sup>th</sup> of May 2019 – Comprehensive product consultation, fast local service and harnessing market potential as much as possible: these all form part of Beurer’s strategy for expanding its international presence. Recently, the health and well-being specialist company opened its own subsidiaries in Switzerland, Poland and India.**



"Beurer has developed into a global player with innovative health products and smart applications. With the new branches, we can continue to expand worldwide and achieve higher market shares in the respective sales regions," says Georg Walkenbach, Managing Director of Beurer GmbH.

"It is now much more straightforward for our teams to communicate with retailers and customers and to improve service and sales performance. We are looking forward to working with our international colleagues on the continued growth of the Beurer brand and on establishing the brand in these countries," stated Sebastian Kebbe, Director of Marketing & Sales Europe at Beurer GmbH.



"The new subsidiaries open up the best opportunities for us to maintain our growth trend, to establish an even stronger position in the global health industry and to face different challenges. India, in particular, constitutes a promising market for the future, and the ideal place for harnessing synergies," emphasised Bernd Lindner, Export Director at Beurer GmbH.

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This year Beurer is celebrating its 100th anniversary. Today, the health-specialist company from Ulm boasts a product portfolio of over 500 products in the areas of well-being, medical, beauty, active and baby care. In addition to its headquarters in Ulm and a logistics centre in Uttenweiler, Beurer has over 14 subsidiaries and numerous international partners. As a result, the company now enjoys a presence in more than 100 countries and has established itself as a global player with over 1000 employees all over the world.

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**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*<sup>®</sup> 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 1000. Further information is available at [www.beurer.com](http://www.beurer.com).