

Beurer scoops up prize at German Brand Awards for third time

Ulm, 03 July 2019 – For the third time running, Beurer has been crowned a winner at the German Brand Awards. The founder of the awards is the German Design Council.

As in previous years, Beurer has proved itself a winner in the “Excellent Brands – Health & Pharmaceuticals” category. When awarding the prize, the interdisciplinary and independent jury from business, science, consultancy, services and agencies pay particular attention to excellent brand management and sustainable brand communication.

“I’m delighted that we’ve been able to impress the jury this year, as well,” said Georg Walkenbach, Managing Director of Beurer GmbH. “The award shows that we have an excellent feel for innovations, trends and quality. This makes Beurer one of the leading brands in the health sector.”

The jury’s evaluation criteria include the following factors: Brand identity/brand perception, differentiation from the competition, homogeneity in appearance, design quality, brand suitability, self-sufficiency, level of innovation, aesthetics, product graphics and product semantics, user friendliness, functionality and operability, value in use, ecological quality, social acceptance, accessibility, symbolic and emotional content as well as durability, target group relevance and economic success.

About Beurer

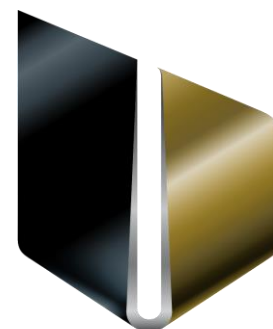
Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors 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

Beurer GmbH
Soeflinger Straße 218
89077 Ulm
Germany
Tel. +49 731/3989-0
Fax +49 731/3989-295

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-gesundheitsratgeber.com

Social media



**german
brand
award
'19
winner**

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.