

Exclusive special award: Beurer honoured as "Most Innovative Brand"

Ulm, 11 July 2019 – Beurer once again won over the jury and this year again was awarded the highest prize of the Plus X Award as the "Most Innovative Brand" in the product group "Health & Personal Care". The Ulm-based healthcare specialist thereby confirms its innovative strength as an established provider of health and well-being products. As part of the IFA Innovations Media Briefing, Frank Kreif, Head of the Plus X Award Jury, awarded the prize to Beurer Head of Marketing Kerstin Glanzer.

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Kerstin Glanzer and Frank Kreif during the awarding of the prize

Photo: Messe Berlin



"We are absolutely delighted to receive the award for the ninth time in a row. Thanks to innovative product developments, we are able to expand our range every year with numerous new products – which we will also be presenting in time for the IFA 2019 in Berlin again," says Kerstin Glanzer, Head of Marketing at Beurer.

Back in March eight Beurer products – the BF 950 diagnostic scale, the Achillomed® FM 200, the SL 60 snore mask, the BM 54 Bluetooth® upper

arm blood pressure monitor, the FT 85 clinical thermometer, the cellulite releaZer, the FC 55 Pureo Complete Cleansing powered body brush, as well as the MP 64 manicure/pedicure set – received the coveted quality seals. The brands which have managed to win the most quality seals over the entire year in a product group are then honoured as the “Most Innovative Brand”. The exclusive special award is only awarded to a few brands each year, meaning it therefore represents not only the best products, but also highlights the quality of the Beurer brand.

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 1000. Further information is available at www.beurer.com.