

## Take a weight off your mind with Beurer SignatureLine

**Ulm, 4 September 2019 – The Beurer SignatureLine range boasts an exclusive selection of personal bathroom scales, which outshine the competition thanks to timeless colours, simple designs and illuminated XXL displays. Consumers will have the chance to admire this distinctive looking collection at the IFA trade show, which takes place from 6 – 11 September 2019.**

The new SignatureLine from Beurer is offered in two sizes and three finishes, and comprises a total of nine models, with extra-high weight capacity of up to 200 kg. The range includes the GS 400 and GS 410 glass bathroom scales, the BF 400 diagnostic bathroom scale, the BF 410 premium diagnostic bathroom scale (each one in simple black or white), and the elegant GS 405 stainless steel scale.



All of the **SignatureLine glass and diagnostic bathroom scales** have a standing surface that is made of 8-mm-thick safety glass. The devices can be used within a matter of seconds due to their Quick Start switch-on technology. And legibility of the measured values is

optimal thanks to the black illuminated display. The GS 410 and BF 410 scales also have an especially large XXL display. In addition to measuring weight, all of the diagnostic bathroom scales can also determine a person's BMI, and calculate body fat, body water, muscle percentage, bone mass, and basal and active metabolic rates.

The GS 405 stainless steel scale is one of the highlights from the SignatureLine range. With its high-quality anti-fingerprint stainless steel surface, it is both attractive in design and particularly easy to clean. The XXL display and high weight capacity of up to 200 kg are further features that make this product stand out from the competition. The closed undersides of the GS 405, GS 410 and BF 410 also underscore the distinctive and high-quality design of the SignatureLine range.

**Beurer GmbH**  
**Germany, Ulm**  
Soeflinger Strasse 218  
89077 Ulm  
Germany

**Contact**  
Anna-Katharina Peuker  
[presse@beurer.de](mailto:presse@beurer.de)

**Website**  
[www.beurer.com](http://www.beurer.com)  
[www.beurer-healthguide.com](http://www.beurer-healthguide.com)

**Social Media:**



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Beurer is presenting new products across all product areas at the IFA 2019. All of the highlights will be on show at Beurer's booth from **6 to 11 September 2019** 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*<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).