

## Beurer becomes sponsor for Ulm basketball team

**Ulm, 29 October 2019 – As the new partner of ratiopharm ulm, Beurer has entered the world of professional basketball, and is also supporting OrangeCampus, a project for promoting a new generation of basketball players. The company is investing a high five-figure sum, with which the health specialist hopes to underscore its solidarity with the region and to present itself as an attractive employer.**

ratiopharm ulm is the sporty role model of an entire region. The club – founded in 2001 – has been competing non-stop for over ten years in the highest league in Germany – the easyCredit Basketball Bundesliga (BBL). As part of the partnership, Beurer places billboards right by the pitch and banners behind the standing room area in the ratiopharm arena – where tickets for home games are regularly sold out. This presence will enable Beurer to continue expanding its brand awareness and to link up with the major employer branding campaign that the company launched at the end of 2018.

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

**Beurer Austria GmbH**  
Franz-Hönig-Straße 7  
4910 Ried im Innkreis  
Austria

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

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

### Social media



Photo: Alexander Fischer

"After years of supporting numerous running events in the region already, basketball is the perfect sport to complement our dedication in this sector. We want Beurer to become more front of mind – both as a brand and as a diverse employer. And last but not least, for a company with 100 years of experience and one that has its roots in Ulm, the emotional value of being a partner and promoting a new generation of athletes, for us, is high," explains Beurer's Managing Director, Marco Bühler.



### **OrangeCampus – promoting a new generation of professional athletes**



Photo: Alexander Fischer

Beurer is also participating in the OrangeCampus project as a "major partner". The almost 20,000 square metre site at the old Donaubad baths in Neu-Ulm is where one of the largest Basketball youth training centres in Europe is currently being built.

The core elements will be three modern sports halls with changing rooms, an athletics area, a health area, admin rooms and an open space with gastronomic facilities. The double hall will be used for youth training purposes, and the main hall, complete with grandstand, will provide enough space for larger competitions. In effect, the finished campus will be home to an entire sports park with its own fitness centre and public outdoor sports facilities. Once the park opens in summer 2020, the OrangeCampus will not be just a place where young basketball talent is trained and prepared for a career as professional athletes; it is hoped it will become a meeting place for everyone to practice sport and also apply their ambition, fair play and team spirit.

### **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).