

German Design Award 2021 for maremed®

Ulm, 15 September 2020 – Beurer and its innovative maremed® sea air simulator are among the winners in the German Design Awards 2021. The German Design Council awarded the Ulm-based healthcare specialist the award for its outstanding design innovation. The German centre of excellence is a byword for design, brand and innovation, and rewards projects that represent a pioneering contribution in the German and international design landscape. In collaboration with pulse design from Munich, Beurer has packaged the innovative product solution in an attractive design.

The maremed® sea air simulator is a pioneer when it comes to recreating a natural marine climate within your own four walls. The multi-functional device cleans, mineralises, sterilises, ionises and humidifies the air at the same time. The addition of an exclusively produced special sea salt, consisting of more than 65 trace elements, enriches the air and simulates the biodynamics of the coast. It improves your breathing intensity and general sense of well-being. The modern and simple design is suitable for every home. The night mode means it can even be used in your bedroom during the night to create optimal sleeping conditions. More information about the product can be found at www.maremed.com (German) or on www.beurer.com.

“Being involved in developing a product that does not yet exist is always something special. Designing a new device from a vision and a prototype, i.e. to give the sea breeze a face, required close and intensive cooperation with the Beurer engineering and marketing team,” says product designer Matthias Kolb from pulse design. “The maremed® is a new product in the Beurer product family that has found its own independent design language,” Kolb continues.

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-established 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 a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes: personal bathroom scales, kitchen scales, luggage scales, air purifiers, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices,

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hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake up lights, a snore stopper, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation thermometers, activity sensors 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 1,000 people. You can find more information at www.beurer.com.