

Beurer launches first-ever TV advertising

Ulm, 23 November 2022 – Beurer wishes its customers well with new slogan “Lasst es euch gut gehen!” Beurer is launching the first-ever TV campaign in the company’s 100-year history in Germany and Switzerland with this message. The advert will be shown for almost four weeks from the end of November. With the cold-season ahead of us, the Ulm-based health specialist is focussing on its heating range.

“We are delighted to be setting a new milestone in marketing with this TV première. The aim of the campaign is to further strengthen and expand the Beurer brand and for our target group to establish a stronger emotional connection with it. What could be better for this purpose than our heating range – which is intrinsically linked to our more than 100-year company history,” says Kerstin Glanzer, Head of Marketing at Beurer.



In the commercial, Beurer advertises the perfect everyday helpers for creating a cosy home. The products in the spotlight are the two HD 75 Cosy Nordic and HD 150 XXL Nordic Heated Overblankets for cosy feel-good moments as well as the HK 123 Nordic XXL Heat Pad. They are representatives for the entire range of heat pads, heated overblankets, foot warmers and heated underblankets, which provide cosy warmth exactly where it is needed.

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The campaign will be broadcast on German television from 25/11 to 20/12/22 on ARD, ZDF, SAT 1, SAT 1 Gold, Kabel 1, RTL Up, TLC and HGTV at the best broadcasting times during afternoon and evening programming. In Switzerland, the ad will be running on SRF, RTL CH, RTL2 CH, VOX CH, SAT1 CH and Sixx CH.



“Too rarely do we treat ourselves to a moment just for ourselves. Sometimes we just have to get away from the problems of everyday life, escape the stress and relax. Our heating products offer a perfect, cosy retreat – and can, of course, be used by the whole family,” continues Kerstin Glanzer.

Heat products from Beurer not only help you stay cosy at home, they also have the potential to save you money on your electricity and energy bills. Further information is available on the [Beurer topic page](#) (in German) and at: www.beurer.com/energy.

More than 100 years of expertise

The foundations for Beurer were laid in 1919 with the production of the first electric heat pads by the founding couple Käthe and Eugen Beurer. Right after the end of the First World War, they brought a little more warmth into people’s lives. The Ulm-based company has now grown from a manufacturer of heat pads to a digital health specialist and has more than 500 products from the areas of Wellbeing, Medical, Beauty, Active and Babycare in its range.

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 a 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, which is under constant development in all areas, offers products for use in the home. It includes: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg

compression massager), relaxation aids, laser hair removal devices (traditional, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirror, manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, 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 1,700 people. You can find more information at www.beurer.com.