

## Enjoy cosiness and warmth sustainably – with the Beurer “Green Planet” range

**Ulm, 1 September 2023 – Fleecy soft, designed in modern grey and – most importantly – the upper and undersides made from 80-100% recycled material. With the new Beurer “Green Planet” series, which consists of a heat pad, a heated overblanket and a heated underblanket, you can now enjoy moments of well-being even more sustainably. Beurer will be presenting the products from 1 to 5 September 2023 at the IFA in Berlin. These products are the result of around two years of work in developing an extensive sustainability strategy – from the idea, to the use of recycled materials, to compact recycled packaging.**

Protecting our environment and conserving resources are among the greatest challenges of our time. One milestone in Beurer’s sustainability goals is, going forward, to develop long-lasting products which are made from sustainable materials with an optimal carbon footprint, and which can eventually be recycled or reused. Furthermore, the Ulm-based health specialist is increasingly using environmentally friendly product packaging. The top and bottom layers of the “Green Planet” range are made from 80-100% recycled materials. In addition, all hand-switch casings are made from up to 50% recycled plastic. The packaging is more compact and made from 100% recycled cardboard.



The **HK 123 XXL Cosy Grey Green Planet large-format Heat Pad** fits your body perfectly. The fleecy surface paired with extra warmth provides perfect well-being

moments at home. The top and bottom layers are made from 100% recycled material. The heat pad has six temperature settings, and at levels 1 and 2 it operates in Eco mode. Electronic temperature regulation, the Beurer safety system and automatic switch-off after approximately 90 minutes ensure maximum safety and efficiency.

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

**Contact**  
Anna-Katharina Peuker  
Anke Niess  
[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:**



Days and nights of feeling chilly are a thing of the past with the **HD 75 Nordic Grey Green Planet Heated Overblanket**. You will love both soft outer layers made from 100% recycled material. With six temperature settings available, everyone will find their own preferred heat level. In addition, when used at levels 1 and 2 the product operates in Eco mode and consumes less energy. It also impresses with electronic temperature regulation, the Beurer safety system and automatic switch-off after three hours.



The third highlight from the new range is the **UB 60 Green Planet Heated Underblanket**. It delivers soothing heat exactly where it does you most good. The top and bottom layers are made from 80% recycled soft fleece. In addition to Eco temperature settings 1 and 2, the underblanket also features two further temperature settings for even more warmth.

The UB 60 Green Planet has an automatic switch-off function after 12 hours and the Beurer safety system ensures peace of mind, even while you sleep.



The fabrics used in these devices meet the high human-ecological requirements of OEKO-TEX® standard 100, as verified by the Hohenstein Research Institute.

Further information on Beurer's sustainability strategy can be found on the [topic page](#) and in the [video](#) (in German).

All the Beurer highlights can be seen at IFA from **1 to 5 September 2023** in **Hall 4.1, Stand 216**.

### **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 field 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 under constant development in all areas and includes products for home use. 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, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, grooming 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*<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 1,700 people. You can find more information at [www.beurer.com](http://www.beurer.com).