

German Brand Award for excellent brand management

Ulm, 15 June 2023 – In 2023, the German Design Council is presenting Beurer with the German Brand Award for the sixth time and honouring the company for its excellent brand management. Beurer is the “Winner” in the “Excellent Brands – Corporate Brand of the Year” category and is receiving a “Special Mention” in the “Excellent Brands – Health & Pharmaceuticals” category.



The “Excellent Brands” discipline takes a holistic look at brands and assesses brand management within their competitive environment.

Topics such as brand strategy, product range expansion, digitalisation and brand experience played an important role during the submission process.

What makes Beurer a winning brand

“Creating a consistent brand strategy and concept is a core principle in our company,” says Kerstin Glanzer, Head of Marketing at Beurer GmbH. “The Beurer brand is based on independence, a uniform appearance, innovations, user-friendliness and, of course, social aspects.”



With 500 products in its range and around **65 new products** every year, including patented world firsts, Beurer has successfully established itself as an international company over its more than 100-year company history. Passionate employees work day after day to respond to trends and turn an idea into a finished product to be launched onto the market.

Beurer tackled the topic of **digitalisation** at a very early stage and offers digital customer experiences to both end consumers (with an entire app world) and B2B customers (with training programmes). Digitalisation is also used for internal structures to make work processes even more effective.

In 2022, Beurer showcased itself for the first time with a TV advert in Germany and Switzerland. By creating this **brand experience**, Beurer was able to boost **brand awareness** amongst end customers.

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The German Brand Award is one of the most important German brand prizes, presented by the German Brand Institute and founded by the German Design Council and GMK Markenberatung.

The German Design Council is an independent and international institution which was founded in 1953 by the Federation of German Industries and several leading companies at the initiative of the German Bundestag.

Companies that have attracted attention through effective branding, independent projects and extraordinary campaigns are nominated on an ongoing basis. They are supported in efficiently communicating design and brand expertise and strengthening the general public's understanding of design. Its aim is to emphasise the importance of the brand as a decisive factor for the success of companies in the national and international competitive environment.

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, 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*[®] 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.