

## To ensure a "Green Planet": Beurer presents its first sustainable product range in Berlin

**Ulm, 5 July 2023 – Our climate is something that affects us all. Protecting our environment and conserving resources are among the greatest challenges of our time. Beurer is aware of its responsibility for the future and has developed a comprehensive sustainability strategy over the past two years – both at the product level and across the board at the company level. The Ulm-based company will be presenting its first sustainable product range at the Innovations Media Briefing (IMB) on 5 July. If heat pads, heated overblankets, and heated underblankets have the suffix "Green Planet," this indicates that recycled materials have been used.**

As part of the publication of its first sustainability report in May 2023, Beurer defined specific areas of action that are aligned with the [17 Sustainable Development Goals \(SDGs\)](#) of the United Nations (UN). One aim is to develop more products in future that last as long as possible using materials that have an optimal CO<sub>2</sub> footprint and that can be recycled or reused at the end of the product's useful life. Product packaging is to be made more environmentally friendly through the use of less and recyclable/recycled materials.

The product launch of the Beurer "Green Planet" range planned for October 2023 is a flagship project of this plan.



### **Beurer "Green Planet": Sustainable heating products**

With the new Beurer "Green Planet" range, consisting of the HK 123 XXL Cosy Grey Green Planet Heat Pad, the HD 75 Nordic Grey Green Planet Heated Overblanket, and the UB 60 Green Planet Heated Underblanket, cosy warmth is now even more sustainable. The textiles on the top and bottom

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are made from 80 to 100% recycled materials. The controller housings are constructed from up to 50% recycled plastic. The packaging is also more compact and made from 100% recycled cardboard.



"The use of recycled materials and sustainable packaging management are major levers in the industry for reducing CO<sub>2</sub> emissions. We want to focus more on climate protection and take responsibility for ensuring a liveable planet, so we have now firmly integrated this topic into our company guidelines. With its new "Green Planet" range, Beurer is also sending a clear signal that sustainable products and attractive design can be perfectly combined," says Beurer Managing Director Sebastian Kebbe.

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

### **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 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).