

ICONIC AWARD for Beurer Campus

Ulm, 11 October 2023 – The “Beurer Campus” has been named as winner of the coveted ICONIC AWARD: Innovative Architecture prize by the German Design Council. In an award ceremony which took place in Munich on 4 October 2023, planners and architects from the Neu-Ulm-based Nething architectural firm accepted the honour for the office building they designed.

The German Design Council’s internationally renowned Design and Architecture Award recognises holistic projects from the fields of architecture, interior design, product design and brand communication.

In collaboration with Nething, an impressive administrative building was built in Söflinger Straße in Ulm with 2,800 m² of floor area. As well as office spaces encompassing around 100 additional workstations, new training, meeting and focus rooms were also created.

Further information material about the “Beurer Campus”

Detailed press information on the Beurer Campus can be found at the following link: [“Beurer Campus” officially inaugurated.](#)

A video of the building and premises can be found [here](#).

About the architectural firm Nething

For more than 50 years, Nething architectural firm has been developing, planning and implementing architecture that brings together all facets – from the economic and design ideas and requirements of the building owner, to the location and its challenges, right through to impressive and sophisticated design. The focus is on sustainable industrial and commercial projects as well as office surroundings and new working environments.

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,

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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.