

Press release

Beurer's growing and flourishing commitment to protecting our climate

Ulm, 04 March 2024 – Sustainability isn't just a trend, but something that is urgently required in our world today. In an era increasingly marked by environmental problems and a scarcity of resources, it is essential to strive for a more sustainable future. Today, companies play a crucial role in this transformation by taking responsibility and adopting more environmentally responsible business practices. Beurer, based in Ulm in Germany, has already taken many measures to better protect our climate, and has now also provided fascinating insights into the steps it has taken, including an ongoing reforestation project and sustainable heating products.

It's time for an update on Beurer's commitment to greater sustainability, as its [2nd Sustainability Report](#) was published at the start of the year. The following examples demonstrate Beurer's commitment to greater environmental and climate protection.

Trees enrich our climate: Reforestation project to boost biodiversity

Beurer's commitment to sustainability is quite literally growing and flourishing! Working hand in hand with [Baum Invest AG](#), the health specialist has been supporting a reforestation project in Colombia for 10 months now. The "Beurer forest" covers some 200 ha and contains approx. 110,000 seedlings forming a mixed forest. Trees absorb carbon dioxide from the air and store carbon in their biomass, thereby actively helping to permanently reduce CO₂ emissions.



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In addition, the first animal inhabitants have already been discovered, such as a crested caracara and the endangered red-footed tortoise. According to the UICN Red List, the red-footed tortoise is suffering heavily from the loss of existing habitats. The project has been

certified by the globally recognised and leading Gold Standard, a seal of approval that sets uniform standards for sustainability and climate protection.

Beurer “Green Planet”: The sustainable way to enjoy heat

The new “Green Planet” range is Beurer’s first sustainable product range and consists 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. In addition to their cosy warmth, the products provide peace of mind as the textiles on the top and bottom are made from 80-100% recycled materials whilst the hand switch housings are made from up to 50% recycled plastic. The packaging is also more compact and made from 100% recycled cardboard. The **experts from ETM TESTMAGAZIN** (a German consumer test magazine) were also impressed by the range as they recently rated all three products as economical, efficient and cosy winter companions, awarding the **highest score of “VERY GOOD”** in a series of individual tests.



ETM TESTMAGAZIN	
Beurer HD 75 Nordic Grey Green Planet	
SEHR GUT	96,0 %
Einzeltest Heizdecke	01 2024

The links to the test reports from ETM TESTMAGAZIN (in German) can be found here:

- [Test report for HK 123 XXL Cosy Grey Green Planet](#)
- [Test report for HD 75 Nordic Grey Green Planet](#)
- [Test report for UB 60 Green Planet](#)

Further information on Beurer’s sustainability strategy can be found in this [video](#) and on [this page](#).

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About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the family-run company leads the way in several areas of this segment. Originally a manufacturer of heat pads and heated underblankets, the company has grown into a full-range supplier offering more than 500 products. Beurer offers various products for use at home in the categories of health, wellbeing, beauty, personal care, home, fitness and baby, including blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, hearing amplifiers, daylight therapy lamps, insect bite healers, a mobile ECG device and an emergency wristband, as well as products for pain therapy and women's health. The range also covers the areas of flexible heating, weight & diagnosis, air & aroma, massage & shiatsu and sleep & rest. What's more, Beurer offers various beauty products in the categories of FaceCare, BodyCare, HairCare, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the personal care category. The company offers a range of fitness products in its Antelope by beurer and Physioline product groups, along with numerous abdominal muscle trainers. The baby category contains special products adapted to the needs of children, babies and their parents. With its "Connect" product group, the health specialist offers a wide range of apps that can be combined with Beurer products and make everyday life easier. Around 1,700 employees worldwide and a global distribution network spanning more than 100 countries ensure the company's ever-growing success. You can find more information at www.beurer.com.