

Press release

Beurer GmbH scoops German Brand Award

Ulm, 14 June 2024 – Beurer has been awarded the German Brand Award for the seventh time in a row. The German Design Council named the Ulm-based health expert the “WINNER” in the “Excellent Brands - Health & Pharmaceuticals” category and the “WINNER” in the additional category of “Excellent Brands - Corporate Brand of the Year”. Kerstin Glanzer, Head of Marketing, accepted the award at the company’s headquarters in Ulm.

The “Excellent Brands” discipline assesses brands holistically and compares the management of product and company brands with the competition.

At its meeting in March 2024, the panel assessed the companies against the following criteria: Originality and brand characteristics, brand identity, differentiation from the competition, target group relevance, consistency of the brand output, design quality of the brand identity, degree of innovation, sustainability, continuity, future viability, price premium, growth and economic success.



“At Beurer, we set great store by a well-thought-out brand strategy,” explains Kerstin Glanzer, Head of Marketing at Beurer GmbH. “In recent years, we have placed an increased focus on 360-degree marketing campaigns, and these have significantly boosted our brand awareness. I am delighted that our efforts have been recognised and rated so highly by the panel.”

In 2022, Beurer showcased itself for the first time with a TV advert about heat in Germany and Switzerland. It was a resounding success, prompting the Ulm-based health specialist to run the campaign again in 2023 together with an additional 360-degree campaign under the motto: “Enjoy the moment without any scratching” in the insect bite healer product category. Two campaigns about heat and insect bite healers are planned for 2024, alongside other campaigns.

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.

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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.