

Press release

Beurer becomes a member of KLIMAWIN and strengthens its commitment to sustainability

Ulm, 20 August 2024 – In recent years, environmental and climate protection have become more important than ever for our society. The “Sustainability Action Days” held throughout Germany from 18 September to 8 October 2024 aim to raise public awareness of this and encourage people to act more sustainably. In line with this campaign, Ulm-based health specialist Beurer has further strengthened its commitment to sustainability and is pleased to announce its membership of KLIMAWIN. This Baden-Württemberg initiative has grown into an important tool for improving sustainability in the business sector and helps companies to trade in a climate-neutral and environmentally friendly manner. By signing up to KLIMAWIN, Beurer is demonstrating its sense of economic, ecological and social responsibility.

More than 350 member companies in Baden-Württemberg are already participating in KLIMAWIN. By signing the charter, Beurer is now also committed to upholding the initiative’s [twelve guiding principles](#) (in German) and increasing and showcasing its commitment to climate protection and sustainability. This involves submitting reports every year about the measures that have been taken to boost climate protection and sustainability. In addition, each member supports a local charitable project. [Read Beurer’s set of planned objectives for KLIMAWIN here](#) (in German).



Beurer Managing Director Marco Bühler with the KLIMAWIN certificate

“Sustainability is a cornerstone of our company philosophy. We want to make a positive contribution to environmental protection by continuously improving our production processes, using environmentally friendly materials and promoting sustainable lifestyles. Our membership of KLIMAWIN is another important step on this journey,” says Marco Bühler, Beurer's Managing Director.

Sustainability at Beurer – goals and milestones

As part of its internal sustainability strategy, Beurer has already defined specific fields of action based on a number of the [17 Sustainable Development Goals \(SDGs\) stipulated by the United Nations \(UN\)](#). These have been rolled out across the company and are subject to strategic further development on an ongoing basis. The following main goals are being looked at:

- **Climate protection:** Our goal is to reduce, avoid or offset all emissions directly caused at our sites as far as possible (Scope 1–2). We also want to reduce our Scope 3 emissions in the future. We are currently drawing up our targets according to the Science-Based Targets Initiative, which provides a framework for defining emission reduction targets based on scientific evidence.
- **Circular economy:** Our desire is to develop products that last as long as possible from materials that have an optimal CO₂ footprint and which can ultimately be recycled or reused. We want to make product packaging smaller and more environmentally friendly by using less materials and by using recyclable/recycled materials.
- **Social responsibility:** We want employees to work in a safe, fair and healthy working environment where they feel comfortable. With the help of the Beurer Foundation, we also want to promote social projects to educate and train children, young people and women in need.



To achieve these goals, Beurer has already taken a range of measures to improve climate protection and reduce CO₂ emissions at its sites. Together with [BaumInvest AG](#), Beurer is also supporting an approx. 200-hectare reforestation project in the Amazon, and it has achieved major



milestones at product level with its sustainable “Green Planet” heat product range and its own take-back system.

In terms of social responsibility, the non-profit Beurer Foundation not only supports national and international projects, but also projects in the local region, such as its cooperation with [“Golden Hearts Ulm”](#) which was submitted for its KLIMAWIN membership. This project supports mothers with a migration background with their language learning in German courses, so that they can develop their full potential.



Further information on Beurer’s sustainability strategy can be found in this [video](#) (in German) or on the [website](#). Here you can also find the latest Beurer Sustainability Report.

About KLIMAWIN: Joining forces for a sustainable future

The climate protection strategy “Unternehmen machen Klimaschutz” [“Companies do climate protection”] from the Ministry of the Environment, Climate Protection and the Energy Sector Baden-Württemberg aims to help as many companies as possible to take climate protection measures in the business sector in a systematic and structured way. As a component of this climate protection strategy, KLIMAWIN is based on voluntary commitment, self-initiative and external communication. It provides a comprehensive framework for reporting on sustainability measures, thereby helping to ensure transparent communications for interested parties.

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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.