

Press release

Beurer publishes third sustainability report

Ulm, 9 December 2024 – Ulm-based health specialist Beurer presents its third sustainability report, once again underlining its commitment to a more sustainable future. The report is now available on the company’s website and documents the progress and goals of the long-established company.

The pursuit of greater sustainability is still extremely important to Beurer. “We take our role as a manufacturer and end consumer brand with a focus on sustainability very seriously,” emphasises Managing Director Marco Bühler in the accompanying stakeholder letter.

Beurer has been working hard on implementing its sustainability strategy since 2021. A lot has happened in recent years. It all started with the development of a sustainability strategy and roadmaps for different departments and sites. The development of the Green Planet range and the definition of science-based climate targets were also on the agenda. Managing Director Marco Bühler says: “When I look back on our sustainability achievements in recent years, I am proud of how far we have come, all thanks to the team which works tirelessly on this topic.”

Clear direction for the future

Sustainability will continue to be a central component of the company’s strategy in the coming years. Beurer has defined various goals for the coming months and years. The Ulm-based company is focussing on greater transparency and sustainability in the supply chains. Beurer also wants to work even harder to conserve resources and to propose and achieve scientifically based climate goals. The end goal is to further improve the company’s environmental footprint.

The complete sustainability report and further information can be found online on the [Beurer company 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.