

Press release

Beurer opens new production site in Indonesia

Ulm, 12 December 2024 – Ulm-based healthcare specialist Beurer expanding its global production capacity and opening a new plant in Indonesia. Beurer Indonesia is starting production in December 2024 on an area of around 8,500 square metres. Beurer is thus further expanding its international presence and at the same time consolidating its position as a leading provider of health and well-being products.

The choice of location is part of a comprehensive approach through which Beurer relies on a diversified and crisis-resilient supply chain. “The opening of the site in Indonesia is an important step towards reducing our dependence on individual production countries and at the same time strengthening our market flexibility,” explains Marco Bühler, Managing Director of Beurer.

New site developed in record time – five plants are now active worldwide



The project comprises an investment volume of 8 million euros and was accomplished in a record time of 22 months from the purchase of the property to the start of production. Beurer Indonesia will manufacture massagers and blood pressure monitors as well as daylight therapy and infrared lamps.

With the new site, the two plants in China and one plant each in Hungary and the Republic of Moldova, Beurer now operates five plants worldwide. The European sites in Veszprém (Hungary) and Comrat (Moldova) in particular represent the “Made in Europe” mark of quality. Heated blankets and heat pads, infrared lamps, blood pressure monitors and non-contact clinical thermometers are manufactured there on state-of-the-art production facilities.

Indonesian site acts as a logistics hub for Beurer

Thanks to its strategic location, the new plant in Indonesia will not only become an important production site, but also a central logistics hub for Asia, Africa and Australia. This will make it possible to supply the neighbouring markets more efficiently and strengthen the Ulm-based

company's global delivery capability. In addition, the opening of a sales branch for the Indonesian market will strengthen Beurer's regional presence. This opens up new opportunities to better serve customer needs locally.

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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 PhysiLine 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.