

Press release

Beurer honoured with the German Brand Award 2025

Ulm, 26 June 2025 – Beurer has been honoured with the prestigious German Brand Award for the eighth time in a row and been crowned the "Winner" in the "Excellent Brands – Health & Pharmaceuticals" category. In presenting this award, the German Design Council's independent expert committee recognised the outstanding brand management work conducted by the traditional Ulm-based company.

In the "Excellent Brands" category, the panel of experts analysed and evaluated the entry according to the criteria of brand quality, brand management, design, and impact. "For some years now we have been implementing a consistent brand strategy that combines

innovations with customer closeness," says Kerstin Glanzer, Head of Marketing at Beurer GmbH. "I'm delighted that our efforts to create a consistent brand experience have once again been honoured with the German Brand Award."



Beurer pursues a holistic brand strategy, which is reflected in wide-ranging 360-degree campaigns. The focus is increasingly on TV campaigns with commercials on many channels and streaming platforms. Utilising these and additional communication channels, Beurer connects with diverse target audiences, thus purposefully enhancing brand visibility.

The German Brand Award has one of the broadest reaches of all marketing prizes. Its aim is to emphasise the importance of the brand as a decisive factor for ensuring 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. Its range comprises 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 facial care, body care, hair care, 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 distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.