

Press release

This is what coziness feels like: Beurer heating products for cold days

Ulm, 11. November 2025 – When the leaves outside turn autumnal, the fireplace crackles inside, and a hot cup of tea is ready, the cosiest time of the year begins. For all those who love warmth, Beurer now offers the perfect companions – from the wireless heat pad to the fluffy heated overblanket.

Whether on the sofa, in the home office, or on the go: The new [Battery Powered Heated Cushion HK 77 "Heaty"](#) provides soothing heat thanks to a powerful lithium-ion battery – completely without annoying cables. For comfort and safety, it features three temperature settings, fast heating, automatic switch-off after 90 minutes, and a safety system. "Heaty" is available in several stylish colours, three in corded velvet (celestial-green, lavender-lilac, and cashmere-cream) and three in velvet (blush-rose, smokey-taupe, and obsidian-blue).



Cuddly warmth "Made in Europe"

The new Heated Overblanket [HD 65 Dark Grey](#) impresses with its fleecy material on both sides and a generous size of 130 x 180 cm. Three temperature settings, an automatic switch-off after three hours, and the proven BSS make it the ideal companion for relaxing evenings. The heated overblanket is machine-washable at 30 °C.

Stylish premium comfort with HD 82

For those who prefer something particularly elegant, the Heated Overblanket HD 82 is available in two stylish versions: "[Helsinki](#)" in a light shade and "[Stockholm](#)" in a dark tone. The luxurious outer material makes the [HD 82](#) incredibly soft, fleecy, and cuddly – for pure moments of well-being. The intuitive control with six temperature settings, the automatic switch-off, and the integrated BSS make the HD 82 the ideal companion for relaxing moments. For hygienic use, it is machine-washable at 30 °C.

The Beurer heating products are tested for harmful substances, skin-friendly, and certified according to OEKO-TEX® STANDARD 100. This ensures nothing stands in the way of cosy hours.

The following images may only be used freely by the press to report on our company and our products, provided that the following copyright notice is clearly visible when they are used:
Beurer GmbH

Beurer GmbH

Söflinger Strasse 218
D-89077 Ulm
Tel. +49 (0)731 3989-0
Fax +49 (0)731 3989-295
www.beurer.com

Beurer press contact

Simon Schwörer
Email: presse@beurer.de

Social media



About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. 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. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 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.