

A traditional company – Beurer GmbH stands for high-quality products in the health and well-being sector ever since 1919. A lot has changed over the course of the company's history, which stretches back over a hundred years. The current product range comprises more than 500 products, divided into the categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby. Beurer is now considered the number 1 worldwide in the health and well-being sector and is a market leader in several product areas.

Global sites – With over 1700 employees worldwide the Swabian company – headquartered in Ulm – delivers its products to over 100 countries. After starting with heat pads in 1919, Beurer extended its product portfolio and expanded its structures in the decades that followed. The branch in Uttenweiler was inaugurated in 1983, and production started at Beurer Hungaria in Hungary in 1992. Since then, Beurer has founded a total of 16 other subsidiaries worldwide. In 2021, the Hungarian subsidiary was expanded to become the European production facility for medical devices. In addition, the health specialist expanded its headquarters in Ulm over a three-year construction period at a cost of approx. 13 million euros, providing a new, modern administration building and creating an additional 100 jobs. The new building was inaugurated in April 2022 and combines a modern, new work culture with a long tradition and local roots.

Logo development – The original Beurer logo depicted a cat's head. Over the decades the cat's head was the symbol for the brand, and stood for warmth and comfort through heat pads – the product which laid the first cornerstone in Beurer's success story. The logo has changed through the years, and now features the spelled-out company name. The slogan "health and well-being" has been synonymous with the brand since the mid-80s.

The Beurer Foundation – The non-profit Beurer Foundation was established in January 2015. Headed by Alexandra Bühler, it acts autonomously and is completely independent when making decisions. The support funds are used to selectively support regional, national and, thanks to the increasing internationalization of the company, even international projects. One of the key areas we currently support is education and training for disadvantaged children, young people and women.

History – In 1919, the year when Beurer was founded, everything was about "warmth and comfort". The married couple Käthe and Eugen Beurer produced and sold the first heat pads. The product portfolio in the area of heat was steadily developed and expanded, with Beurer launching the first heat pad with a thermostat back in 1931. After joining the company in 1934, Bernhard Beurer, son of the founding couple, took over and drove forward sales throughout Germany. He travelled all over the country and raised the profile of Beurer far beyond the borders of Ulm. In 1952, the Ulm-based family company secured the patent for stepless temperature controllers. 26 years later, by integrating a signal wire

controlled by a microprocessor, the company was able to begin producing the technically safest high-speed bed warmers. In 1986 this was followed by automatic switch-off technology and in 2001 by smart technology – overheating protection which intervenes immediately if there is a risk of overheating. However, Beurer has been a trendsetter not just in terms of innovative technology, but in the development of products as well, and remains so to this day. Today, the Ulm-based company is managed by the fourth generation of the family: Marco Bühler (the great-grandson of the founding couple), as well as Sebastian Kebbe and Oliver Neuschl.

Expansion of the product range – In the 1980s, Beurer entered in the emerging fitness movement: Under the leadership of Dr. Hans-Dieter Bühler, the Managing Director at the time, the range was expanded from 1987 onwards to include the “health and well-being” area. Here, Beurer initially began with the production, distribution and marketing of infrared lamps, massagers and blood pressure monitors.


In 2009, Beurer presented its latest range of massage products and systematically expanded its wellness and beauty ranges. The company launched a completely new baby collection in 2010. In 2016, Beurer expanded its portfolio to include the innovative SleepLine, which has a positive influence on sleep quality. Beurer regularly presents approx. 60 product innovations from all areas at the annual IFA. In addition to various product updates, there are also patented devices, world innovations and new developments, such as the LifePad®, a resuscitation aid that was launched in 2021. Since 2023, Beurer has had another emergency product in its range, the emergency bracelet, and in the same year presented two electric toothbrushes and a high-quality men's care series. In 2024, Beurer adds two sustainable sonic toothbrushes to its DentalCare range and introduces the dehumidifier product area to the product range.

Connected technology/the Beurer app world – Beurer’s “Connect” product group currently comprises over 20 apps that serve different needs and areas. A large number of products are now connected to the app world, but apart from a few exceptions, the devices also work independently of the apps. The “beurer HealthManager Pro”, designed for comprehensive health monitoring at home, lies at the heart of the Connect world. The medical device app provides a clear, simple way to monitor blood pressure, activity, blood glucose, heart rate, oxygen saturation and weight. The various different applications are complemented by advanced features. For example, the “beurer MyHeart” add-on module makes it easier to integrate a healthier lifestyle into everyday life in a targeted way. It also supports users with handy information on lowering their blood pressure and on exercise and nutrition as they gain a greater awareness of their health. The “beurer MyCardio Pro” service also provides the user with tailored analyses of their ECG measurements using certified algorithms, allowing for optimal monitoring of their heart health. In addition, the Ulm-based health specialist offers other apps and

services relating to health/relaxation, beauty, sleep, babies, a healthy indoor climate and much more.

Product ranges and colours:

In 2023, Beurer divided its range into new product areas and also readjusted the color scheme.

Health	Wellbeing	Beauty	Fitness	Baby
<ul style="list-style-type: none"> • Blood pressure • Blood glucose • Insect bite healers • ECG • Pulse oximeters • Inhalation • Hearing amplifiers • Thermometers • Family planning and pregnancy • TENS • Emergency products • Medical face masks 	<ul style="list-style-type: none"> • Flexible heating • Weight and diagnosis • Sleep/rest • Air and aroma • Light therapy • PhysioLine • Relaxation and massage 	<ul style="list-style-type: none"> • FaceCare • HairRemoval • Hand and foot care • BodyCare • HairCare 	<ul style="list-style-type: none"> • TENS/EMS • Fascia training • Ab toning belts • PhysioLine 	<ul style="list-style-type: none"> • Baby monitors • Thermometers • Baby scales • Breast Pumps • Steam sterilisers • Baby food and bottle warmer • Lice comb • Inhalation • Nasal aspirators
	Home	Personal Care		
	<ul style="list-style-type: none"> • Personal scales • Kitchen scales • Nutrition 	<ul style="list-style-type: none"> • MenCare • Electric toothbrushes 		

Collaborations and start-ups – In addition to independent research and development work on innovative products, Beurer increasingly works together with new start-ups. In order to tap into new business fields and support fresh ideas, the Ulm-based company has increasingly taken part in collaborations over the past few years, for example with Antelope, which offers EMS clothing to improve training. Beurer maintains numerous partnerships and is a supporting member of the German Hypertension Society (Deutsche Hochdruckliga), German Diabetes Foundation (Deutsche Diabetesstiftung) and the German Fibromyalgia Association (Deutsche Fibromyalgie Vereinigung) among others. In 2023, Beurer and AATec Medical GmbH announced a strategic collaboration – to develop new, innovative inhalation devices.

Sponsoring – Beurer is a premium partner of the Ulm Einstein Marathon and, as part of this co-operation, is the namesake of the "Beurer Half Marathon", the "Beurer Women's Run" and the "Beurer Climate Run". As a "Major Partner" of the Ulm basketball team (BBU), the traditional company also supports the OrangeCampus, a project to promote young basketball players. A partnership with

the German Tennis Federation (DTB) and a collaboration with professional tennis player Angelique Kerber further strengthen the company's links to the world of sport.

Impressing through quality, design and functionality – Beurer is one of the leading brands when it comes to high-quality products and services in Germany, impressing experts and customers alike. Both the Beurer brand and individual product highlights are awarded renowned international prizes every year. For example, the Ulm-based company regularly scoops "Brand of the Century", "Specialist Retail Brand of the Year" from the Plus X Award, the "Red Dot Design Award", the "German Design Award", and the title of "Performance Rating Winner" from markt intern, Europe's largest publishing group for industry information services. For example, the Ulm-based company is regularly honoured with the "Brand of the Century" or the "Red Dot Design Award".