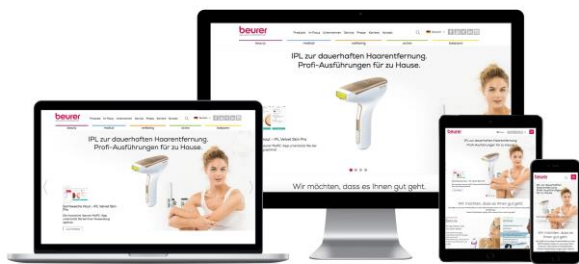


## Beurer launches revamped website with a clear, contemporary design

**Ulm, 7. August 2018 – Beurer has launched its brand-new contemporary website. The new site from the Ulm-based healthcare specialist doesn't just supply comprehensive product information, it also focuses on providing a wealth of functions together with a fresh design and new imagery. The user-friendly, responsive site has been optimised for desktop PCs, tablets and mobile end devices alike. The relaunched website is currently available in English, German, French, Spanish and Italian.**



Consumers increasingly conduct research online into companies or products and draw up a shortlist before they ultimately decide what to buy from where. Anyone who wants to set themselves apart with customers, retailers and potential applicants needs to keep up to date with the latest Internet developments. With its revamped website, Beurer is providing a state-of-the-art information platform which fuses functionality with cutting-edge design. The clearly arranged page layouts and clear colour coding in line with the company's corporate design make it easy for users to navigate through the site. The company has also significantly expanded the content on the site – in addition to the product portfolio, users can find highlights and technical details for each device. It is also possible to digitally save instructions for use, product apps and, in future, data sheets straight away. Anyone with an interest in industry developments and advice concerning health and well-being can scroll through the latest megatrends and find further information on the Beurer online portals, for example regarding blood pressure, beauty, indoor environments and daylight.

The practical image pool and download centre have also been redesigned, enabling users to access photos, catalogues, flyers, brochures and product

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software with just a click of the mouse and download comprehensive information. The tried-and-tested product comparator, video tutorials, product films, improved search function and FAQ area also leave no question unanswered and make it easier than ever before to decide which product to buy. Retailers benefit from service information and links to relevant specialist portals and training material. The new website can be found at the familiar link [www.beurer.com](http://www.beurer.com).

### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), hair removal devices (classic, IPL, laser), FaceCare and HairCare products, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*<sup>®</sup> enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at [www.beurer.com](http://www.beurer.com), [www.beurer-medical.com](http://www.beurer-medical.com) and [www.beurer-healthguide.com](http://www.beurer-healthguide.com)