

Ulm-based specialist in health and wellbeing continues to expand its "Medical" product family

## **Medica 2008: Beurer presents an array of new products at the world's largest medical exhibition**

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**Ulm/Munich, 19 November 2008 – After Beurer's successful launch of a range of blood sugar monitors and its "Medical" product family last year, the company will return to Medica 2008 to present new highlights. Beurer's new products, which will be**



**launched from 19 – 22 November in Hall 12, Stand F65 at the Düsseldorf exhibition, include *Glucose - Next Generation* in the field of blood glucose monitoring plus a complete new range of advanced nebulizers based on proven technology.**

Beurer's attendance at Medica 2007 marked the company's debut on the blood glucose monitor market. After a highly successful year, Beurer is taking Medica 2008 as an opportunity to add four new monitors to its range. A comprehensive information brochure on the subject of diabetes will also be presented, designed to serve customers and dealers as a source of information and guide. Beurer presents its own products plus a wealth of detailed background information and valuable tips for daily use, underlining its position as the premier healthcare and wellbeing specialist.

In addition, Beurer will focus on nebulizers as a form of treatment, launching three new devices in this area. Inhalation therapy is suitable for all types of respiratory tract disorders, from inflammation of the upper airways to asthma. Inhalation of specific medications can also bring acute and long-term alleviation of bronchial muscle spasms.



"We are delighted to present our new products at Medica", comments Kerstin Kreuchauf, Head of Marketing at Beurer.

"The new additions to our blood glucose monitor range and nebulizer product line position Beurer Medical as a strong brand and highlight our commitment in the medical sector", continues Kreuchauf.

### **About Beurer**

Specialist health and wellbeing company Beurer was founded in 1919. The first company to manufacture heating pads in Germany, Beurer today offers a broadly based portfolio spanning electric blankets, heated pillows, underblankets, blood pressure and blood sugar monitors, body temperature thermometers, kitchen and personal scales, massage, therapy and beauty treatment products and pulse watches. The Ulm-based company operates a global distribution network extending throughout more than 80 countries, and currently has around 350 employees. Find out more at [www.beurer-medical.de](http://www.beurer-medical.de) and [www.beurer.de](http://www.beurer.de).