

Retail industry trusts in Beurer - Plus X Award: for the fourth time, Beurer is specialist retail brand of the year

Ulm, 30 January 2019 – The German retail industry had the opportunity to vote for their favourite brand up to the beginning of January in a survey initiated by the Plus X Award. For the fourth time in a row, Beurer was awarded the honour of "Specialist Retail Brand of the Year" in the field of "Health & Personal Care" on the basis of this questionnaire. This confirms once again the excellent, long-term collaboration between Beurer and its retail partners.

Local retailers remain central to the success of Beurer. Over the years, close contacts have been formed. Together, work is always carried out on new solutions to improve product presentation even further and provide the perfect purchasing experience.

The internal value enjoyed by retail partners at Beurer can also be seen from the increase in staff over the last few years. Martin Kasprowicz has thus been building up the retail sales team since the beginning of 2018 as the Key Account Manager for Retail. As of 01/01/2019 Thomas Klüsener has also taken over the position of Sales Director Retail Germany. Through this expansion of the staff, the conditions have been created to boost the collaboration with local retailers in the future even further, and to be able to provide the best possible support during the entire sales process.

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), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*[®] enable an increasing number of Connect products to connect to the

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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.