

3rd place in the Digital Champions Award

Ulm, 25 November 2020 – Ulm-based healthcare specialist Beurer takes third place in the SME Digital Transformation category of the Digital Champions Award. This accolade demonstrates that, among German SMEs, the Ulm-based market leader is a pioneer in digitalisation as well as other fields.

The Digital Champions Award is a joint initiative between Telekom and WirtschaftsWoche, and it has the mission of honouring those digital pioneers among German SMEs who use digital solutions in a particularly effective or innovative manner.

The SME Digital Transformation category takes a closer look at aspects such as digital customer experience, digital strategies, products and services, the business model, digital processes and organisation, IT and infrastructure, and profitability, as well as culture, leadership and management.

Beurer has confronted the digital challenge head-on and is delighted with its bronze medal.

“Beurer is currently in the middle of an exciting process of digital transformation. Digital processes at our company are implemented in many different ways. We have product solutions that feature an app connection; we have been active in e-commerce for several years and have now launched our own web shop; and we are working with a CRM system that allows us to respond even more individually to customer requests. A very high number of digital processes are also implemented internally to optimise and automate workflows,” explains Kerstin Glanzer, Marketing Manager at Beurer GmbH.

More information can be found on the Digital Champions Award website: <https://digitalchampionsaward.wiwo.de/> (in German)

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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 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 1000. Further information is available at www.beurer.com.