

Won again: Beurer is once again a winner of the German Brand Awards

Ulm, 24 June 2021 – Beurer has once again been crowned a winner at the German Brand Awards. The founder of the awards is the German Design Council. As in previous years, the Ulm-based healthcare specialist has proved itself a winner in the “Excellent Brands – Health & Pharmaceuticals” category. When awarding the prize, the interdisciplinary experts from business, science, consultancy, services and agencies pay particular attention to excellent brand management and sustainable brand communication.

Beurer has always been actively involved in the transformation of industry and consumer behaviour, rather than just standing on the sidelines. And this approach has paid off: Today, the company is one of the leading providers in the healthcare industry.

“We are delighted that we were able to win over the jury once again,” says Kerstin Glanzer, Head of Marketing at Beurer GmbH. “The award makes brand successes visible in a unique way. It assures us that the brand work we perform is outstanding and that we have the right sense of innovation, trends and quality.”

The award for successful brand management

Initiated by the design and brand authority of Germany and judged by a top-class panel of experts from brand management and brand science: The German Brand Award is the accolade for successful brand management in Germany. It discovers, presents and awards unique brands and brand makers – and not only promotes the winners, but also their respective sectors.

The jury’s evaluation criteria include the following factors: Brand identity/brand perception, differentiation from the competition, homogeneity in appearance, design quality, brand suitability, self-sufficiency, level of innovation, aesthetics, product graphics and product semantics, user friendliness, functionality and operability, value in use, ecological quality, social acceptance, accessibility, symbolic and emotional content as well as durability, target group relevance and economic success.

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**german
brand
award
21
winner**

About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-established 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 a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal bathroom scales, kitchen scales, luggage scales, air purifiers, 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, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massagers), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation 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 900. You can find more information at www.beurer.com.