

Beurer expands Hungarian site into a European production facility for medical devices

Ulm, 29 July 2021 – The coronavirus pandemic is presenting major challenges to many companies. Inadequate material availability, production delays and supply bottlenecks due to long transport routes are just a few examples. Ulm-based health specialist Beurer recognised this early on and started producing some of the over 500 products in its range in Hungary over 30 years ago. With the help of coronavirus investment programmes, the government of Hungary was able to provide Beurer with a total of 1.36 million euros in support, which enabled the company to expand the site into a European production facility for medical devices. The new production hall has now been inaugurated.



The German Managing Directors Marco Bühler and Oliver Neuschl as well as the Hungarian Minister of Foreign Affairs and Trade and representatives from the worlds of business and politics were present at the

opening of the Beurer production site in Veszprém, alongside the Beurer Hungary team. With the government subsidy from Hungary to support investment, Beurer was provided with assistance as a German company that has continued to invest in innovative projects and has safeguarded jobs despite extremely difficult conditions during pandemic.

"We are very pleased that we are able to significantly grow our production in Europe by expanding the site in Hungary. In this way, we are setting an example for strong German brands in European trade; it will also enable us to operate independently of international

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supply chains. Not least, this also creates more flexibility," says Beurer Managing Director Marco Bühler at the celebrations.

"Made in Europe": quality and strengthening of the brand

Beurer has been producing the entire range of flexible heating products in Veszprém in Hungary since 1992. Over the past eight months, the plant has been expanded into a European production facility for medical devices under the leadership of Managing Director Csaba Soós.



The new factory hall comprises two floors with a total area of 3,000 m² for production lines and offices, as well as a high-bay warehouse of 1,250 m². Beurer is therefore able to expand its production capacity in Europe and also manufacture products for the medical sector, including medical face masks, infrared lamps, blood pressure monitors (from 2022) and non-contact clinical thermometers (from 2023) in addition to heating products such as heat pads and electric blankets.

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.