

“Beurer Campus” officially inaugurated

Ulm, 7 April 2022 – After almost three years of construction, the time has finally come! The new administrative building – the “Beurer Campus” – has been inaugurated. With this large-scale construction project, Beurer invested almost 13 million euros at its company headquarters and has made a clear commitment to the Ulm business location; the family-run company has been intrinsically linked to the site since the company was founded in 1919. The new building offers space for 100 additional jobs and creates a “new work culture” with top conditions, including for hybrid working.

Yesterday evening, the Beurer management team celebrated the grand opening with 50 invited guests, including Ulm’s Lord Mayor Gunter Czisch, Nething’s architect team, who implemented the large-scale construction project, as well as other business representatives, long-standing partners and companions.

In his welcoming address, the Lord Mayor praised Beurer’s courage as a medium-sized company to forge ahead in an innovative and globalised manner; at the same time he admired the down-to-earth nature and roots of the traditional Ulm-based company. It is precisely these values that make Beurer so successful, meaning that not only the product range, but also the workforce is continuously growing.



“The new building was an absolutely critical step to be able to keep up with steady growth, especially in the past 10 years. With the ‘Beurer Campus’, we are, on the one hand, creating the space we need, but also new opportunities for a digitalised world of work on the other. This is because corporate culture also depends heavily on the working environment,” says Marco Bühler, Managing Director of Beurer GmbH, in his presentation. “With the expansion of the site, we want to sustainably further our position as a driver of innovation and present ourselves as an attractive employer in the region. That’s why it was clear from the very beginning that we would remain linked to Ulm-Söflingen.”

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Between tradition and innovation: work with a feel-good factor

The new administrative building with a usable area of 2800 m² offers plenty of space for creative ideas. The combination of tradition and innovation is reflected throughout the entire building. The interior design is bright, friendly and timeless, and the building



technology is state-of-the-art. In addition to offices and mobile workspaces, there is a new main entrance with a reception area and a large showroom for product presentation. In addition, generous training and meeting rooms as well as creative islands invite employees to exchange ideas with colleagues. Focus rooms, on the other hand, provide people with the opportunity to retreat for online meetings or to work in peace and quiet. Coffee specialities and snacks are on offer in the company's own coffice. Amongst all of this, however, there are anecdotes and testimonials here and there from more than 100 years of Beurer history, such as a history wall or the "Käthe-Beurer-Platz" square named after the founder with statue in honour of the founding couple.



Beurer once again shows that the claim of "health and well-being" is also a lived reality for employees. Last but not least, all workspaces now have such modern and ergonomic equipment that they fully meet the demands of a "new work culture". Digitalisation is the driving force behind new ways of thinking in day-to-day work. The challenges of the coronavirus pandemic in particular have shown that flexibility and a "hybrid" office are necessary and useful in today's working world. The "Beurer Campus" now offers the technical capabilities and space to be able to implement this optimally and

in a forward-looking manner; at the same time, it enables employees to have a working environment that they can feel comfortable in.

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 a 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, which is under constant development in all areas, offers products for use in the 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 massager), 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 and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be connected to the expanding 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 1,700 people. You can find more information at www.beurer.com.