

Beurer is Specialist Retail Brand 2022

Ulm, 26 April 2022 – Beurer once again awarded the title of “Specialist Retail Brand of the Year” by the Plus X Award. Up until 11 March 2022, specialist retailers in Germany had the opportunity to vote for their preferred brand and thus choose the specialist retail brand of the year. The Ulm-based health specialist won the award for the sixth time in a row in the “Health & Personal Care” category.

This title is yet another to add to the list of awards Beurer has received this year, such as the “Brand of the Century” and the “Red Dot Design Award”. Germany’s specialist retailers were called upon by the Plus X Award to vote for their preferred brand – one that they feel is a particularly good partner, is especially economically attractive and therefore worthy of an award. “This award represents a big thumbs-up from our retail partners, because it shows



that our intensive efforts to support specialist retailers have been successful,” says Sebastian Kebbe, Managing Director at Beurer, about receiving the Plus X Award yet again. “We would really like to thank all retailers and take this as motivation to continue along this path. Our cooperative partnership with specialist retailers is particularly important to us,” Sebastian Kebbe continues.

For years, Beurer has been offering its specialist retail partners attractive conditions and comprehensive product training, as well as a wide range of POS (point-of-sale) products in order to present them in an eye-catching manner in the shop. In addition, the Ulm-based family business has been participating in special retailer events for many years, such as the HEPT (HighEventProductTour), a Germany-wide roadshow. From 25 April to 12 May 2022, HEPT will stop at a total of ten locations to welcome exclusively invited guests from the specialist retail trade and to present products. Additionally, Beurer launched its own specialist retail magazine for the first time in 2021 – it presents company news, everyday tips and products as well as POS materials. You can find the latest issue as a digital version [here](#) (in German).

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About the Plus X Award

The Plus X Award is considered one of the world's largest innovation awards and gives out awards divided into the quality seals for innovation, high quality, design, ease of use, functionality, ergonomics and ecology each year. At regular intervals, however, Plus X also hands out special awards that highlight the achievements of brands and companies. This also includes the "Specialist Retail Brand of the Year". In contrast to the quality seals (selected by a jury), retailers are asked for their opinion for this award. Beurer GmbH is delighted to have been given this special award for the sixth time in a row.

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.