

Beurer receives the German Brand Award

Ulm, 23 June 2022 – In addition to numerous other awards, the German Design Council presents the German Brand Award every year. This title is awarded to the best brands of the year by a select jury. In addition to receiving the "Winner" award in the "Excellent Brands – Health & Pharmaceuticals" category, this year Beurer was also given a "Special Mention" in the "Excellent Brands – Corporate Brand of the Year" category.

With a range of around 500 products, the Beurer brand has been synonymous with health and well-being for many years. Every year, the long-standing Ulm-based company launches around 60 new products onto the market, including not only upgrades of existing products but also new trend-setting innovations. The focus is on continuous innovation combined with a high level of quality; treading water is simply not good enough. This approach is paying off for the brand, and Beurer has been awarded the German Brand Award for the fifth time. This year, the Ulm-based health specialist received a special accolade: the company was also given a "Special Mention" in the "Excellent Brands – Corporate Brand of the Year" category.

The German Brand Award

The German Design Council is an independent and international institution which was founded in 1953 by the Federation of German Industries and several leading companies at the initiative of the German Bundestag. It supports companies in efficiently communicating their design and brand expertise, while at the same time aiming to strengthen the general public's understanding of design.

The German Brand Institute, which was set up by the German Design Council and the GMK brand consultancy, is the awarding authority. Its aim is to emphasise the importance of the brand as a decisive factor for the success of companies in the national and international competitive environment.

The jury is made up of independent, interdisciplinary experts from the fields of business, science, consulting, services and agencies. The submissions are evaluated according to the criteria of originality and brand characteristics, brand identity, differentiation from the competition and target group relevance. Brand management should take into account issues such as sustainability, degree of innovation, continuity and future viability. Factors

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
presse@beurer.de

Website
www.beurer.com
www.beurer-healthguide.com

Social Media:



such as the design quality of the brand identity, the consistency of the brand experience and economic success also play a key role in the judging process.

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: heating products, personal bathroom scales, kitchen scales, luggage scales, air purifiers, air humidifiers, air washers, a sea air simulator, fans, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, a resuscitation aid, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, insect bite healers, wake up lights, 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, laser hair removal devices (traditional, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirror, manicure/pedicure sets, beard and body care products for men, a BabyCare line, an ovulation thermometer, a fertility set, activity sensors 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 1,700 people. You can find more information at www.beurer.com.