

Beurer named one of the “Top 100 Family-Owned Companies in Germany 2022”

Ulm, 17 January 2023 – WirtschaftsWoche, one of Germany’s most renowned business magazines, has examined family businesses all over the country and honoured the best 100. For the third time, the family-run medium-sized company was examined to assess its sustainability and innovation. Beurer was able to stand up under scrutiny and has been named one of the 100 best family-owned companies in Germany in 2022.

In its 100-year company history, the Swabian family-owned company has grown from being a heat pad producer to a health specialist. What began in 1919 with two people producing the first electric heat pad in their own bedroom has now grown into a company that operates all over the world. Today, the Swabian family business employs around 1700 people around the world and sells products in more than 100 countries globally. With a range of around 500 products, the Beurer brand has been synonymous with health and well-being for many years. The Swabian company is now in its fourth generation with Marco Bühler, the great-grandson of the founding couple.



“This award encourages us to continue on our path. Our products and brand bring us close to our customers and we strive to impress our consumers with a diverse range with an appealing design and a

high level of quality and innovation,” states Marco Bühler, owner and Managing Director of Beurer, expressing his delight at receiving the award. You can find more information about Beurer [here](#).

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:



The evaluation process

The evaluation was carried out by the market research institute Innofact. In the first step, family-owned companies with a turnover of between 250 million and one billion euros were aggregated with an index figure for business development. This was based on the business figures from 2018 to 2020 and the assessment by a business-oriented target group. Following this, Germany's 265 best-known family-owned companies were evaluated. The 1450 respondents took into account trust, quality, innovation, sustainability and the image as a company and employer. The experts considered the results in relation to business development.

You can read the article from WirtschaftsWoche (in German) [here](#).

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.