

Two awards for two Beurer “hyggelige” products

Ulm, 23 May 2023 – The MG 330 Shiatsu Massage Seat Cover and the FM 120 2-in-1 Shiatsu Foot Massager received two awards in 2023. The jury of the renowned Red Dot Design Award awarded prizes to the two products from the new Beurer “HomeLine” for their outstanding design quality.

Beurer is also delighted to receive the German Innovation Award “Special Mention” in the “Excellence in Business to Customer - Medical & Health” category. The prize, which was created by the German Federal Council, is awarded to products and solutions that offer added value compared to previous solutions and impress with well-thought-out elements and original approaches.

Innovative technologies with a cosy “hygge” lifestyle

The term “hygge” describes a home interior trend from Denmark that is becoming increasingly mainstream in German living rooms. Natural materials, high-quality textiles and typical Scandinavian soft tones create a cosy ambience. Together with the state-of-the-art technologies of the Shiatsu massage seat cover and Shiatsu foot massage, the Ulm-based health specialist Beurer offers two fantastic products for relaxing at home.



MG 330 Shiatsu Massage Seat Cover

The MG 330 comes in the two typical Scandinavian colours of light grey and petrol blue and enables a penetrating back and neck massage. In the adjustable neck area, 4D massage heads that simulate real hands relieve tension. The 4-head massage system in the back area provides added well-being. The ergonomic shell-shaped seat, solid back cover and hand switch for selecting the two intensity levels and spot function provide a particularly high level of comfort. The high-quality fabric is made of easy-care material, while the seat and neck area covers are washable at 30 degrees.

Beurer GmbH
Germany, Ulm
Soeflinger Strasse 218
89077 Ulm
Germany

Contact
Anna-Katharina Peuker
Anke Niess
presse@beurer.de

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

Social Media:



reddot winner 2023



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FM 120 2-in-1 Shiatsu Foot Massager

The FM 120 is a light-grey stool that fits perfectly into your home and can be converted into a foot massager in a matter of seconds. The FM 120 offers a soothing air compression massage for people with a shoe size of up to 46. There are three intensity levels of air pressure massage. The built-in Shiatsu massage heads enable relaxing and circulation-boosting foot reflexology. Three preset massage programs and an optional heat function are available to the user for use. Operation is particularly convenient thanks to the wireless hand switch. The Shiatsu foot massager is made of high-quality textiles and the removable cover is suitable for washing by hand. Non-slip rubber feet mean the device can be fixed even more securely during use.



Beurer Marketing Director Kerstin Glanzer with the "German Innovation Award 2023"

About Beurer

Beurer was founded in Ulm in 1919 and stands for 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 field 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 under constant development in all areas and offers products for home use. 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, hair removal devices (classic, IPL), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, 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.