

Beurer establishes new subsidiary for the Benelux countries

Ulm, 25 Mai 2023 – Beurer continues to grow and has founded a new subsidiary in the Netherlands, based in Amsterdam. With Beurer Benelux, the German health specialist is expanding its sales and service structure for the countries of Belgium, the Netherlands and Luxembourg to serve the European market even better.



"We are proud to have another international member in the Beurer family. Our team can now interact more directly with dealers and customers. At the same time, we can be even more clearly present and competitive in the international healthcare market. We wish our local colleagues a good and successful start," says Sebastian Kebbe, Beurer Managing Director Marketing & Sales.

With the new subsidiary, Beurer can expand further and optimally exploit market potential. A large number of marketing and sales activities is already planned for this year, which will run through all channels. One highlight is certainly the current launch of the [Dutch Beurer webshop](#).

"We are delighted to now take the lead in expanding business relations in the Benelux countries and to further strengthen Beurer as a brand in Europe. The innovative health products and smart applications are attractive to the market - for example, a healthy lifestyle is the top priority for many people. Pushing this topic for different target groups and continuing to grow together with Beurer will be the next exciting milestones," says Andrew Drabbe, Managing Director Beurer Benelux B.V.



With more than 100 years of experience, the Ulm-based company is one of the world's leading manufacturers in the areas of health and well-being. The product range includes more than 500 products from the wellbeing, medical, beauty, active and baby care categories. In addition to its headquarters in Ulm, Beurer has 15 additional company locations worldwide and numerous international partners in more than 100 countries.

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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