

Press Release

Beurer impresses expert jury at German Brand Award 2026

Ulm, 25 June 2026 – Beurer has been honoured for its brand work with the German Brand Award 2026. The family business received the accolade as “Winner” in the “Excellent Brands” category. A look at the brand work of recent years reveals what is behind this achievement.

Over many decades, Beurer has established itself in the market and is now regarded as an innovative specialist for a modern and healthy lifestyle. The recognition with the German Brand Award 2026 confirms this aspiration. “We are very pleased about the award because it shows that our brand and its

consistent further development are clearly perceived,” says Kerstin Glanzer, Head of Marketing at Beurer. “With our brand relaunch last year, we positioned Beurer in a more emotional way and closer to the everyday routine of our customers. Our new brand claim ‘healthy. life. style.’, an updated visual language and, for the first time, a sound logo express this.”



Award for holistic brand work

The initiator of the award is the German Design Council, the leading authority for design in Germany since 1953. A total of 1,676 projects from 18 countries were submitted for this year’s edition. A 17-member jury of independent experts from business, science, brand strategy, communication and culture evaluated the submissions based on brand positioning, differentiation and implementation.

With the award as “Winner”, Beurer sees its chosen path confirmed. The traditional company from Ulm intends to further expand its brand work – in order to appeal even better to customers with high-quality products that accompany them in their modern and healthy lifestyle.

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About Beurer

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at www.beurer.com.