

Press Release**New heating products: Beurer focuses on trendy designs**

Ulm, 4 September 2026 – Whether working from home or after work: as the days get shorter and cooler, many people long for warmth that can be easily integrated into their everyday routine. This is exactly where Beurer is focusing at this year's IFA. With new heated overblankets, heat pads, neck and foot warmers, the Ulm-based company is expanding its feel-good range for home use.

Heated Overblankets HD 72 and HD 92: Enjoying cosy moments

With stylish outer material and generous formats of 130 x 180 cm, the new Heated Overblanket **HD 72 Waffle** and **HD 92 Arctic Brown** provide cosy hours on cool days. Their fleecy soft, snug and skin-friendly fabrics make them ideal companions for relaxed, feel-good moments. The HD 72 impresses with its elegant waffle texture and is available in the trendy



colours Sage Green and Ivory. The HD 92 Arctic Brown sets stylish accents with its luxurious, cuddly faux fur design. Both blankets blend harmoniously into any living environment. The HD 72 is equipped with three, the HD 92 with six temperature settings. Both models feature automatic switch-off after three hours as well as the proven BSS safety system for a safe and pleasant heating experience.

HK 126 Teddy Bouclé: Heat Pad with XXL Heating Surface

The **HK 126** in modern Teddy Bouclé fabric is a real all-rounder in the cold season. With its XXL format of about 60 x 30 cm, it provides generous warmth exactly where it is needed – for example, on the back, neck, shoulders or abdomen. The heat can be conveniently adjusted using the LED touch control switch, with three temperature settings and fast heating. The trendy Teddy Bouclé surface with its cuddly soft feel is of high quality and “made in Europe”. Integrated temperature monitoring and automatic switch-off after 90 minutes ensure comfortable and safe usage.

Shoulder Heat Pad HK 165: Flexible heating thanks to battery operation



The **Weighted Battery-Operated Heating Pad HK 165 Huggy** with glass bead filling provides pleasant, targeted warmth for the shoulder and neck area. Thanks to the hook-and-loop fastener and cordless design, the HK 165 offers high wearing comfort and flexible usage. The long-lasting heat output is particularly soothing for tension. The integrated control displays the

battery status and allows the three temperature settings to be individually adjusted. The heat pad is fleecy soft, made from recycled material and equipped with temperature monitoring with safety switch-off after 90 minutes.

Foot Warmer FW 30: No more cold feet

With the new **Foot Warmer FW 30 Comfy feet**, designed in timeless grey, cold feet are a thing of the past. The fleecy outer material and cuddly fleece lining provide the foot area with cosy warmth at the touch of a button – whether working in the home office or relaxing on the sofa. The warmth can be adjusted to individual needs with three adjustable temperature settings. Comfort and safety are guaranteed with temperature monitoring and automatic switch-off after 90 minutes. After use, the Foot Warmer FW 30 Comfy feet can be stowed away to save space thanks to its compact, flat design.

For hygienic use, all the devices presented are machine-washable at 30° C. In addition, they are tested for harmful substances, skin-friendly and certified according to OEKO-TEX® STANDARD 100. This once again makes Beurer one of the leading providers in the field of heating products, combining function and design in a meaningful way.

A All new products from Beurer can be seen at the IFA from 4 to 8 September 2026 in Hall 4.1 at Stand 112.

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Beurer GmbH*

Beurer GmbH

Söflinger Strasse 218
D-89077 Ulm
Tel. +49 (0)731 3989-0
Fax +49 (0)731 3989-295
www.beurer.com

Beurer press contact

Simon Schwörer
Email: presse@beurer.de

Social media**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.