

Press Release

New Beurer heat collection makes the cold season cosy

Ulm, 1 October 2026 – Autumn is here and with it not only our outfits change. Softer fabrics, warm colours and cosy favourite pieces can also move back into our homes. The new heat collection from Beurer combines cosy warmth with trendy materials and colours. This turns heating products into stylish interior pieces.

Cosy moments on cool days are promised by the Heated Overblanket [HD 72 Waffle](#). With its elegant waffle texture and the on-trend colours Sage Green and Ivory, it is an eye-catcher on the sofa. The [HD 92 Arctic Brown](#) sets stylish accents at home with its luxurious, cuddly faux fur design. Both blankets blend harmoniously into any living environment. The HD 72 offers three, the HD 92 six temperature settings.



HK 126 Teddy Bouclé: XXL heat pad with XXL heating surface

The [HK 126](#) heat pad in modern teddy bouclé fabric is a real all-rounder in the cold season. With its XXL size of 60 x 30 cm, it provides large-area warmth exactly where it is needed – for example on the back, neck, shoulders or abdomen. The temperature can be conveniently adjusted using the LED button switch with the help of three temperature settings and fast heating. The trendy HK 126 with its cuddly soft feel is high-quality and “Made in Europe”, as is the HD 72 Waffle.

Shoulder heat pad HK 165: Flexible heating thanks to battery operation

A highlight of the heat collection is the weighted battery-operated heating pad [HK 165 Huggy](#) with glass bead filling. Thanks to the hook-and-loop fastener, it does not slip during movement and keeps the shoulders and neck warm. With its cordless design, the HK 165 impresses with high wearing comfort and flexible usage. The long-lasting heat output is particularly cosy for tension. The integrated control can display the battery level and the three temperature settings can be individually adjusted. The heat pad is available in the fabric

variants Cream and Smokey Taupe and is fleecy soft. The top and bottom of Huggy are made from 100% recycled material.

FW 30: No more cold feet

And because a cosy autumn is only half as nice with cold feet, the new [FW 30 Comfy Feet](#) foot warmer rounds off



the collection. The fleecy outer material and cuddly fleece inside supply the foot area with soothing heat at the touch of a button – whether working in the home office or relaxing on the sofa. Comfy Feet is “Made in Europe” and lets its warmth be adjusted with three regulated temperature settings entirely according to personal preference. It is also suitable for large feet up to shoe size 47. After use, the foot warmer can be stored to save space thanks to its compact, flat design.

For hygienic use, all presented models are machine-washable at 30° C. They are also tested for harmful substances, skin-friendly and certified according to OEKO-TEX® STANDARD 100. Proven Beurer safety features ensure comfortable and safe usage.

This is how the new Beurer heat collection becomes a cosy companion through the cold season – with warmth that feels as good as it looks.

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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

Anna-Katharina Peuker
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.