



Marco Bühler

SUCCESSSTORY
NO.5

Beurer GmbH

“Health is the focus for us. In development we are therefore always considering the needs of our customers and always stay up-to-date with health trends. User-friendliness, the highest quality and an appealing design – these characteristics define our products. Our continual growth has brought us to where we are today – a leading global company with over 800 employees, 12 sites around the world and a distribution network in more than 100 countries.”

Today, Beurer is synonymous with high-quality products in the health and well-being sectors. Prevention, diagnostics, therapy and beauty are the central themes of our range, which includes over 500 different products.



Behind innovative inventions, their implementation and the companies that create them, there are always people with a passion for progress and development, who make these things their life-goals. They have the urge to turn ideas into reality, to improve on existing conditions, in the world in general and in their own lives.

It all started with the production of electric heating pads. Today, the product portfolio can be integrated into all areas of life – from personal and kitchen scales and blood pressure and blood glucose monitors through to massagers, heart rate monitors, activity sensors and an extensive range of beauty and BabyCare products as well as the new SleepLine for healthy and restorative sleep. “Everything that contributes to well-being and health is unified under the Beurer brand,” says Marco Bühler.

Recognising trends. The company’s research and development department is located at the Ulm headquarters. Investigating hot new trends, the latest technology, modern design requirements and guaranteeing quality standards are the main tasks of the department. The company also works closely with research institutions and doctors and attends international trade fairs in order to identify trends promptly. As a result, around 65 innovative products are produced every year and are always introduced to the general public in the spring and summer. At the 2016 Internationale Funkausstellung (IFA) in Berlin, Beurer will present its innovative SleepLine among other products. SleepLine is a complete range that is designed to help improve sleep quality. Innovations from all other product areas will also be presented.

Good work is rewarded. Many awards attest to the fact that Beurer is a pioneer in innovations and trends. For example, the Plus X Award for which Beurer GmbH was selected as the „Most Innovative Brand of the Year“ in 2016 for the sixth year in a row and was named “Specialist Retail Brand of the Year“. Other product awards such as the coveted “red dot“ design award or the Stiftung Warentest consumer survey also emphasise the high quality of our products.

Satisfied employees are the key to success. The health of Beurer employees is also a main focus for Marco Bühler: “Our employees give their best every day and make huge contributions to the success of the company. It is our objective to provide a healthy work-life-balance.“ With an ergonomic workplace design and company health services, Beurer GmbH offers support to its employees at work. After work, employees can continue to benefit from subsidised offers, such as financial subsidies for gyms and flexi-time. A healthy and well-balanced employee is also a motivated one. This is also a criterion we look for when we are recruiting qualified specialists.

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These people put their knowledge, passion, money and time into projects which then, ideally, meet with success. Concrete examples of success such as these are the best motivation!

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