

Press release

Beurer Academy: Handy asset download area now available

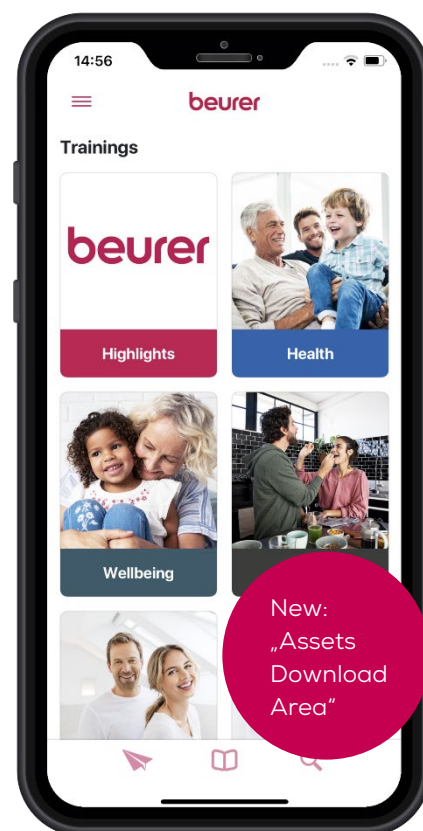
Ulm, 5 September 2025 – Ever since it was launched, the Beurer Academy has made a name for itself as a valuable training platform for specialist retailers and a channel for communicating exciting news and insights. At IFA 2025, Beurer will be presenting a handy update to the innovative platform. As part of this, a comprehensive download function for assets is now available, which can conveniently be used via smartphone or desktop.

The update gives Beurer Academy users access to the new download function. Whether it's product images, application videos, instructions for use documents or packaging images, all relevant product assets can now be downloaded quickly and easily directly from the app or via the desktop version.

Tried-and-tested features for training and advice

The app continues to offer three key areas:

- **News feed:** This is where users can find up-to-date information on new products, highlights and events – regularly updated and prepared for different media formats. They can interact directly with Beurer by liking or commenting on the posts.
- **Products:** This area offers detailed information on all eight Beurer product categories, such as data sheets, images and Instructions for Use documents.
- **Training courses:** Engaging training courses are provided, where users can expand their specialist knowledge of the products in an interactive format – ideal for preparing for meetings with customers.



A key highlight remains – the "magnifying glass", which provides a useful search function. By scanning the barcode on the packaging or entering the product designation, specialist retailers can call up all relevant information about a product during a customer consultation.

Available for smartphones and desktops

The Beurer Academy is available free of charge in English and German as an app in the Apple App Store and on Google Play. Simply scan the QR code. The desktop version is available at beurer.postap.de.



If you have any questions about how to use it or about the new update, please do not hesitate to contact your personal Beurer contact person at any time.

All new Beurer products will be on display at the IFA from 5 to 9 September 2025 in Hall 4.1, stand 112.

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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 tagline "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.