

# Designer style for your bathroom: Beurer launches new collection of digital bathroom scales

Submitted by: The PR Room

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Greater Manchester, England, 16th August 2012: Beurer (<http://www.beurer.com>), Europe's No. 1 health and wellbeing brand, is pleased to announce the launch of three new innovative bathroom scales aimed at those who love their bathroom accessories to be functional and stylish.

Whether you're looking for a scale that can tell you everything you need to know about your body composition, or a scale that offers the basic weighing options with a contemporary design, Beurer has a product for you.

The new range includes the BF750 ITO Coated Premium Body Analyser Bathroom Scale

([http://www.beurer.com/web/en/product/weight/glass\\_diagnostic\\_scales/detail.php?pk=31&id=31735&bek=147&bct=%26nbsp](http://www.beurer.com/web/en/product/weight/glass_diagnostic_scales/detail.php?pk=31&id=31735&bek=147&bct=%26nbsp))  
GS58 Driver's Digital Glass Scale

([http://www.beurer.com/web/en/product/weight/glass\\_scales/detail.php?pk=31&id=28885&bek=134&bct=%26nbsp%3B%26gt](http://www.beurer.com/web/en/product/weight/glass_scales/detail.php?pk=31&id=28885&bek=134&bct=%26nbsp%3B%26gt))  
and the PS45 BMI Jumbo Screen Bathroom Scale

([http://www.beurer.com/web/en/product/weight/personal\\_scale/detail.php?pk=31&id=28180&bek=58&bct=%26nbsp%3B%26gt](http://www.beurer.com/web/en/product/weight/personal_scale/detail.php?pk=31&id=28180&bek=58&bct=%26nbsp%3B%26gt))

**BF750: ITO Coated Premium Body Analyser Bathroom Scale**

Investing in the right kit is essential, whether you're a striving athlete or simply taking steps towards a healthier lifestyle. Discover everything you need to know with this advanced, multi-function body analyser.

The BF750 Glass Diagnostic Scale is an exciting addition to the range, as it uses an ITO surface finish, instead of stainless steel electrodes. ITO, also known as Indium Tin Oxide, is a transparent conducting oxide that is ultra-thin but strong. The nature of the material means that the conductive element that measures body fat, body water, muscle percentage, and bone mass can be used across the whole product, rather than just in the two areas where you place your feet. The result is a flawless finish that will add a designer look to any bathroom.

The BF750 Glass Diagnostic Scale also measures weight, calorie consumption and Basal Metabolic Rate, so it's the perfect set of scales for fitness fans. The 10 user memory and five activity levels ensure you are supported throughout your fitness journey, making charting your progress simple.

As an additional benefit, the glass scale is moisture resistant, so it's perfect for hopping on after your morning shower or bath.

**GS58: Driver's Digital Glass Scale**

Petrol heads will love the design of the GS58 Glass scale, also known as the Driver's Digital Bathroom Scale.

This stylish glass scale has a large round display on which the weight is shown simultaneously in

analogue and digital. The combination of a traditional needle presentation and a contemporary LC display gives the GS58 an unmistakable design reminiscent of a car speedometer or rev counter dial. It gives measurements in stones, kilograms and pounds, and has a blue back light when activated. Simple yet stylish.

The scale also features an acoustic signal to remind the user to repeat the weighing process after 24 hours to deliver comparable figures. The Beurer GS58 transforms a daily weight-check into a welcome diversion.

#### PS45: BMI Jumbo Screen Bathroom Scale

The PS45 Personal Scale with BMI-indication is a fantastic bathroom gadget for anyone wanting to know more than just their weight. The jumbo LCD screen offers unrivalled clarity and features a 6 in 1 display to showcase its multi-functional prowess. It will tell you your weight, BMI and the time and temperature in both °C and °F. Vivid white illumination and a clock make it a one-stop shop for streamlining your morning routine. If you're trying to improve your BMI, you might be interested to know that there is storage space for up to 10 users, meaning you can keep track of how you're doing on your own or as a family.

#### Availability

The Beurer bathroom scales are available online at John Lewis and in store at Harrods.

- The Beurer BF750 ITO Coated Premium Body Analyser Bathroom Scale (<http://www.johnlewis.com/231621460/Product.aspx>) is £69.99 from John Lewis
- The Beurer GS58 Driver's Digital Bathroom Scale (<http://www.johnlewis.com/231621458/Product.aspx>) is £54.99 from John Lewis.
- The Beurer PS45 BMI Jumbo Screen Bathroom Scale (<http://www.johnlewis.com/231621454/Product.aspx>) is £64.99 from John Lewis

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#### Specifications

##### BF750: ITO Coated Premium Body Analyser Bathroom Scale

- ITO coated glass instead of more common stainless steel electrodes
- Blue LCD display with white display illumination
- Weight, body fat, body water, muscle percentage, bone mass, calorie consumption, AMR / BMR
- Modern sensor buttons
- Interpretation of body fat in finest segmentation
- 5 activity levels
- 10 user memories
- Switchover from kg/lb/st
- Switch-on-technology with vibration sensor (vibration-on)

- Weight capacity: 150 kg/graduation: 100g/0.1%

#### GS58: Driver's Digital Bathroom Scale

- Large glass scale with car speedometer design
- Analogue and digital dual display
- With large platform of safety glass (34 x 31.5 cm)
- Impressive, blue back lit LCD and dial illumination
- Easy to read due to large 26 mm LCD digit size and analogue dial
- Reminder function (alarm after 24 hours) for comparable measurements
- 180 kg capacity
- 100 g graduation
- Quick-start-technology
- Automatic switch-off function
- Switchover option of stones/kg/lb
- Incl. Batteries

#### PS45: BMI Jumbo Screen Bathroom Scale

- Design personal scale with Jumbo display (25 x 9 cm) for best readability
- BMI with interpretation
- Digit size (weight): 60 mm
- White LCD-lighting
- XXL format: 34 x 34.5 cm
- 4 in 1: weight, BMI, time and temperature (°C and °F)
- Average of last measured values
- 5 storage space for 10 users
- 180 kg capacity
- Overload indication
- Incl. Battery

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About Beurer

Beurer is the No.1 health and wellbeing brand in Europe and has developed an excellent reputation for design, style and innovation.

Beurer was founded in 1919 in Ulm and is synonymous with health and wellbeing. The company started with the first heating pads in Germany, and has gone on to expand into a range including a wealth of products for the health and wellbeing, beauty, baby care, sports and medical diagnostic and prevention sectors. These include electric blankets, heating pads, blood pressure and blood glucose monitors, nebulizers, clinical thermometers, personal and kitchen scales, foot baths and air humidifiers, Shiatsu massagers, baby monitors, heart rate monitors and cosmetic mirrors. The family run company operates a global distribution network in more than 80 countries and currently has a workforce of 350. You can find more information at [www.beurer.com](http://www.beurer.com) (<http://www.beurer.com/>)