

Same name, new game: bachmaier® rocks the digital future!

Bischofswiesen, February 5, 2025 – bachmaier GmbH is taking its digital communication to the next level! The newly designed website, bachmaier.de, impresses with a modern design, improved usability and smart tools – ensuring greater visibility, more inquiries, and more opportunities for end customers and acoustic partners.

More orientation, more customer engagement

With its revamped online presence, bachmaier has created an intuitive platform for customers seeking custom hearing protection solutions, high-quality In Ear Monitors, or communication systems. The new, clearly structured product presentation simplifies navigation and enables even more targeted consultation. Smart tools such as the hearos product configurator make purchasing decisions easier and support acousticians in their daily work.

Maximum user-friendliness with cutting-edge technology

The new bachmaier website features a state-of-the-art, responsive architecture – optimized for all devices. With lightning-fast load times and dynamic user navigation, customers can access the information they need in seconds. An optimized menu structure allows precise filtering of products and services, ensuring users are efficiently guided to the most relevant offerings.

Retailer search: increased visibility for partners

A key highlight is the improved retailer search function. Customers can filter specifically for hearing protection, hearos and molding partners and navigate directly to the appropriate specialist stores. This not only increases partner visibility but also ensures qualified customer inquiries and more precise on-site consultations. Thanks to optimized location detection, end customers receive tailored recommendations for stores near them.

hearos product configurator – customers come prepared

With the new hearos product configurator, end customers can conveniently design their custom In Ear Monitors online. From model and material to colors and logos – everything can be customized. The final configuration can be saved as a PDF, and with the retailer search, customers can find the nearest specialist store. The result: reduced consultation time, more precise customer requests, and increased satisfaction.

bachmaier Chatbot: 24/7 digital support

Available around the clock: The new bachmaier chatbot provides quick and reliable answers about products and services. Customers receive an initial consultation online and arrive at their appointment well-informed. Thanks to AI technology, the chatbot continuously learns – delivering increasingly precise answers and an even better service experience.

With its new website, bachmaier sets new standards in digital customer service – while also creating new opportunities for acousticians to generate leads and improve consultation services.

Hearing innovations from the alps

Based in Bischofswiesen, Germany, bachmaier GmbH has been developing, manufacturing, and distributing custom products for the hearing aid, hearing protection, and music industries for over 30 years. With more than 55 employees and production facilities in Germany and Hungary, bachmaier® supplies acousticians, hearing protection manufacturers, and earmold labs across Europe with professional equipment.

For more information, visit: bachmaier.de

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Photo

Caption: NEW: bachmaier presents its new website – user-friendly, modern, and innovative. Featuring an AI-powered chatbot and optimized dealer search for an outstanding brand experience.

Photo credit: bachmaier®



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Bis über beide Ohren.