

bachmaier® innovation days 2025: New impetus for the hearing protection of tomorrow

Bischofswiesen, 07 July 2025 – bachmaier® GmbH, one of the leading manufacturers of customized hearing protection products, has once again underlined its claim to be a driver of innovation in the industry with the bachmaier® innovation days 2025. For two days in Bischofswiesen, everything revolved around the future of customized hearing protection – with exclusive product innovations, practical workshops and personal discussions between industry experts.

An event with added value – exclusive, interactive, inspiring

On 27 and 28 June 2025, bachmaier® opened its doors to selected partners, specialist retailers and acoustics experts. The focus of the event: the exclusive preview of the new hearing protection line – even before the official market launch. In addition to innovative materials and ergonomically optimised designs, the focus was on new filter technologies, digital consulting tools and practical application solutions.

Focus on product innovation – premiere of the new hearing protection series

Participants were treated to a compact programme with specialist presentations, deep dives and interactive formats – set against the impressive backdrop of the Berchtesgaden Alps. The new generation of customized hearing protection solutions impressed with smart product features and consistent user orientation – individually adaptable for a wide range of applications such as industry, music, leisure, sleep or water protection. An accompanying deep dive into filter technologies, materials, designs and digital services made it clear that hearing protection is becoming smarter, more comfortable and more versatile than ever.

Backstage at bachmaier® – precision meets innovation

A special highlight was the exclusive tour of the company. On site, the guests experienced first-hand the care, technical precision and attention to detail that goes into the work at bachmaier® – from the initial sketches and product development to digital molding, 3D printing and final quality control. Whether customer support, research & development, marketing & design, sales or logistics: all processes at bachmaier® are implemented completely in-house – for maximum quality, short distances and maximum flexibility.

Hands-on technology – workshops & applications

Participants were able to get hands-on in practical sessions: From AI-supported modelling to the use of state-of-the-art ear scanners – digital processes were brought to life. The 'Model your own hearing protection' workshop also offered creative insights into the manual side of the manufacturing process.

Networking with a view – community meets scenery

The atmospheric finale was a boat trip on Lake Königssee – with an impressive Alpine backdrop and personal dialogue. An ideal opportunity to deepen contacts and discuss ideas in a relaxed atmosphere.

Strong impetus for the industry – and for tomorrow

"The innovation days 2025 have once again shown how lively and future-orientated our industry is. We are delighted with the strong feedback and take away valuable ideas for the further development of our products and services," says Fabian Kubicke, bachmaier® company management. With the bachmaier® innovation days, a new industry format has been established – as a platform for innovation, dialogue and personal encounters. The next date has already been set: Save the Date: innovation days 2026 – on 12 & 13 June 2026

Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, is a developer, manufacturer and service provider for hearing-related products. With a total of 90 employees, the company has been developing and producing customized products for the hearing aid industry, the hearing protection sector and the music industry for over 30 years. bachmaier® now has production facilities in Germany and Hungary and supplies professional equipment to acousticians, hearing protection manufacturers and earmold laboratories throughout Europe.

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Photo 1

Company manager Fabian Kubicke provides insights into the product strategy of the new hearing protection line – live at the bachmaier® innovation days 2025.

Photo credit: bachmaier®



Photo 2
Participants of the bachmaier® innovation days 2025 in front of the company headquarters in Bischofswiesen.

Photo credit: bachmaier®



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Bis über beide Ohren.