

Ready for Hanover: bachmaier brings hearing protection and two new innovations to EUHA 2026

Custom-made hearing protection with bachmaier protect, fidelity, comfort and water, new READY marketing materials, and two genuine product launches: the hearos relaunch and a refined unfit portfolio. This is what professional partners can expect from bachmaier at EUHA 2026 in Hanover.

Bischofswiesen, October 13, 2026. From October 14 to 16, bachmaier GmbH will present the next chapter following the successful relaunch of its hearing protection portfolio in 2025 at EUHA in Hanover. The event coincides with bachmaier's 40th anniversary year in 2026. Visitors can look forward to new point-of-sale marketing materials, a streamlined unfit portfolio, and the hearos relaunch featuring two new models.

A reunion, new marketing support, and two genuine innovations all share one common goal: making consultations easier and sales more successful.

bachmaier® protect, fidelity, comfort, water: four product lines, one promise

Anyone who missed EUHA 2025 in Nuremberg missed a major milestone: bachmaier completely restructured its custom hearing protection portfolio into four clearly defined product lines.

bachmaier® protect provides protection from high noise exposure on construction sites, in workshops, or on race tracks. bachmaier® fidelity preserves sound quality wherever music and live performance take center stage. bachmaier® comfort supports users throughout everyday life, sleep, and travel. bachmaier® water offers reliable protection while swimming and during water activities.

Each product is individually manufactured from an ear impression and available in skin-friendly Softtouch silicone with a matte finish or durable 3D acrylic. All products are developed and manufactured in Bischofswiesen, Germany.

Strong market acceptance becomes momentum

The relaunch of the hearing protection portfolio in 2025 has already proven successful. Feedback from hearing care professionals has been stronger and faster than expected. The reason is simple: maximum simplicity during the consultation process without compromising the breadth of applications.

"The feedback we have received from the market has far exceeded our expectations. It confirms what we believed from the beginning: when we remove complexity,

everyone benefits, both hearing care professionals and end users." Fabian Kubicke, CEO, bachmaier GmbH

Sales support that truly resonates

A strong product alone is not enough for hearing care professionals; they also need effective tools to sell it. This is exactly where the READY campaign comes in. Developed and produced entirely in-house, READY shifts the focus away from decibel ratings and technical filter specifications and toward real-life situations. Questions such as "Ready for the ride?" or "Ready for the water?" are brought to life through authentic people in genuine environments instead of staged imagery. Deliberately avoiding AI-generated visuals, the campaign is based on months of on-location photo production.

At EUHA, professional partners can explore the complete READY marketing package, including posters, flyers, display slides, and social media templates for both in-store promotion and digital customer engagement. To further support hearing protection consultations, bachmaier also provides its Hearing Protection SampleUnit and Hearing Protection Sample Boxes, enabling end customers to experience the products directly in-store.

unifit strong and unifit light: hearing protection for every ear

The unifit portfolio, bachmaier's non-custom hearing protection range, has also been completely redesigned. The current unifit product will be replaced by two new versions: unifit strong and unifit light. Thanks to specially developed filter technology, both models fit virtually every ear without the need for individual customization. They are reusable and certified according to EN 352-2. unifit strong delivers an SNR of 23 dB, making it ideal for demanding work environments. unifit light offers an SNR of 19 dB with a flatter attenuation curve, providing a comfortable all-round solution for everyday use. The result is a short, clear, and straightforward consultation process for hearing care professionals. For retail partners with their own brand, both models are also available as OEM and white-label solutions, starting at 500 units, including custom branding and individualized packaging.

hearos reinvents its product strategy

For musicians and audiophile customers, bachmaier has completely revised the hearos in-ear product strategy. The portfolio now consists of four models: hearos 33, hearos 34, hearos 35, and hearos 48, covering the full spectrum of sound preferences. The new additions are hearos 34 and hearos 48. The hearos 48 combines four-way technology with eight balanced armature drivers, delivering a rich, highly detailed sound signature with exceptional headroom. It is the flagship solution for demanding listeners across all genres. The hearos 34 takes the opposite approach: a three-way design with four drivers that is uncompromisingly tuned for powerful, deep-reaching bass. It is built for listeners who want to feel every kick drum and bass line physically as well as hear it.

Visit us at Booth 520

bachmaier will be exhibiting at EUHA 2026 in Hanover from October 14 to 16 at Booth 520. Visitors can meet Fabian Kubicke (CEO), Alexander Klemenc (Product Manager Hearing Protection), Michael Haider (Product Manager hearos), as well as colleagues from the office, sales, and marketing teams.

Media representatives will have access to interviews, soundbites, and current imagery through the bachmaier press contact on site.

Hearing innovations from the Alps

Headquartered in Bischofswiesen, Germany, bachmaier GmbH is a developer, manufacturer, and service provider for products related to hearing. With a workforce of around 90 employees, the company has been developing and manufacturing custom-made products for the hearing aid industry, hearing protection sector, and music industry for 40 years. Today, bachmaier operates production facilities in Germany and Hungary and supplies hearing care professionals, hearing protection manufacturers, and earmold laboratories throughout Europe with professional equipment and solutions.

Further Information

Custom hearing protection:

[bachmaier custom hearing protection](#) · [pro.bachmaier.de hearing protection](https://pro.bachmaier.de/hearing-protection)

READY Marketing campaign:

[bachmaier Marketing Portal READY hearing protection campaign](#)

hearos In Ears:

[bachmaier hearos In Ears](#) · [pro.bachmaier.de hearos In-Ears](https://pro.bachmaier.de/hearos-In-Ears)

unifit hearing protection: [pro.bachmaier.de unifit](https://pro.bachmaier.de/unifit)

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Images: bachmaier innovations for EUHA 2026

Image 1 - Custom-made hearing protection from bachmaier: protect, fidelity, comfort and water. Four product lines designed for every situation in life.

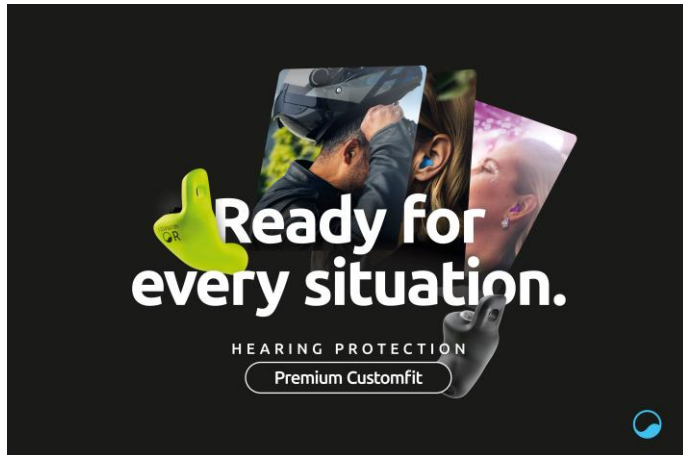


Photo credit: bachmaier®

Image 2 - unifit strong (SNR: 23 dB) and unifit light (SNR: 19 dB). The two new models fit virtually any ear without individual customization.



Photo credit: bachmaier®

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Image 3 - hearos 34 and hearos 48. The new in-ear models expand the hearos range with powerful bass performance and high-end sound reproduction.

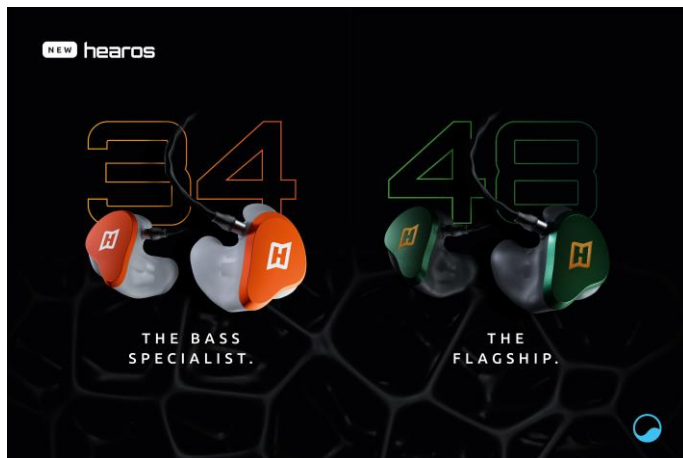


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