

Next Level Hearing Protection: bachmaier® presents “Hearing protection that fits.” at EUHA 2025

Bischofswiesen, October 22, 2025 – A premiere in Nuremberg: At the international hearing acoustics trade fair EUHA 2025, bachmaier® GmbH unveils its new generation of custom-made hearing protection solutions. Under the claim “Hearing protection that fits,” visitors will experience not only four innovative product models, but also new consultation tools such as the Filter Simulation and SampleBoxes – making hearing protection consultation more tangible than ever before. From October 22–24, 2025, all innovations can be discovered and tested live in Hall 7, Booth 207 (NCC East) – where tailor-made hearing innovations can be experienced #BisÜberBeideOhren (“ears over heels”).

Maximum protection meets perfect fit

Whether on construction sites, in motorsports, at festivals or in the water – noise, dust and moisture put strain on hearing and health. The trend toward prevention and wellbeing continues to grow across all age groups. This is exactly where bachmaier® comes in – with custom-made hearing protection, crafted from skin-friendly Softtouch silicone or robust 3D acrylic, individually produced based on an ear impression.

The new product line at a glance

With **bachmaier® protect**, the company launches a certified all-rounder, ideal for use in industry, trade and leisure. Three different designs, up to seven filter variants, 13 colors and an optional cord make it a durable and versatile companion – from construction and agriculture to motorsports.

Those who don’t want to compromise on sound quality will find the perfect match in **bachmaier® fidelity**. Thanks to linear filter technology, it ensures clear sound and excellent speech intelligibility – ideal for music, stage and technical environments.

For more peace and quiet in everyday life, there’s **bachmaier® comfort**. Made from soft Softtouch silicone, it combines exceptional wearing comfort with three design options and reliable protection – perfect for sleeping, working or relaxing.

The line is rounded off with **bachmaier® water**, which provides reliable protection against water ingress, is buoyant and ergonomically optimized – a great solution for children and people with sensitive ear canals.

What’s new? What’s better?

The new Softtouch silicone sets a benchmark for comfort. It’s particularly soft, skin-friendly and free from plasticizers. Even during movement, the protection stays securely in place without creating pressure points.

The filter technology has also been further developed: up to seven color-coded variants with tactile markings are available. This makes it easy to switch and adapt the attenuation levels to the specific environment.

Three design options – mini, classic and plus – ensure a perfect fit, reliable sealing and noticeably more comfort, even during extended wear.

In addition, the hearing protection can now be customized even further: with up to 13 colors, optional name engraving, cord or gloss finish, every pair becomes a one-of-a-kind.

Digital & analog tools for consultations that truly connect

To ensure the advantages of the new hearing protection are communicated effectively, bachmaier® has developed both digital and analog consultation tools. With the online Hearing Protection Finder and the Configurator, customers can easily find their perfect match – from home or directly with their hearing care professional.

A particular highlight is the new Filter Simulation: customers can select different noise environments, activate a filter, and hear the effect instantly. This makes the protective function tangible and easy to understand – the perfect conversation starter for consultations.

Hearing protection also becomes tangible at the point of sale: the SampleUnit, a compact tabletop display for retail spaces and consultation desks, is available individually or as a practical 4-set. It includes demo earplugs, flyers and a hearing protection magazine.

For premium-level consultation, there's the SampleBox pro – showcasing all product lines and shapes, tactile Softtouch materials, various filter options and color samples in a high-quality presentation case with booklet. Those preferring a compact option can choose the SampleBox light – featuring four samples, Softtouch materials and a handy info booklet.

"At bachmaier®, innovation comes from within. From the very first idea to the finished product, everything is developed in-house. Together with our team, we turn concepts into reality quickly and efficiently – from digital consultation tools that we design and program ourselves, to analog tools that we develop and 3D-print in-house. Everything from a single source, crafted with passion and precision – for consultations that truly fit.", Fabian Kubicke, CEO bachmaier®.

Marketing Portal – strong presentation made easy

To help partners promote the new hearing protection effectively, bachmaier® provides a comprehensive selection of marketing materials in its Marketing Portal. From high-quality product images and animations to campaign visuals, flyers and social media templates – hearing care professionals will find everything they need for a professional and attention-grabbing presentation. All materials are available digitally and can be downloaded anytime – making local marketing implementation easier than ever.

Live at EUHA 2025

The new generation of custom-made hearing protection will celebrate its official trade-fair premiere at EUHA 2025 in Nuremberg. Visitors can experience the innovations from October 22–24, 2025 in Hall 7, Booth 207 (NCC East) – hands-on, interactive and in direct conversation with the bachmaier® team.

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Bis über beide Ohren.

Hearing innovation from the Alps

Based in Bischofswiesen, Germany, bachmaier GmbH develops, manufactures and services products centered around the topic of hearing. With around 90 employees, the company has been producing custom-made solutions for the hearing aid, hearing protection and music industries for more than 30 years. Today, bachmaier® operates production facilities in Germany and Hungary, supplying hearing care professionals, hearing protection manufacturers and earmold laboratories across Europe with professional equipment.

More information:

<https://www.bachmaier.de/en/customized-hearing-protection>

<https://pro.bachmaier.de/en/gehoerschutz-ohne-bluetooth>

*All gender identities are always included; the masculine form is used solely for readability.

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Photo

The new generation of custom-fit hearing protection from bachmaier® – engineered for maximum comfort, precise protection, and a truly individual fit.



Photocredit: bachmaier®

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