

Digital. Flexible. Practical. bachmaier® launches its new online campus!

Bischofswiesen, 17 March 2025 – Expertise is the key to first-class customer advice in the field of hearing acoustics. With the new bachmaier® Online Campus, the specialist for customized earmolds, hearing protection and in ears offers a modern and efficient training solution – flexible, interactive and practice-oriented. Without travelling costs and long training days, hearing care professionals and specialist retailers can deepen their knowledge in a targeted manner and apply it directly in their day-to-day work.

A head start in knowledge that pays off immediately when advising customers

In the hearing care industry, in-depth knowledge of products and their areas of application is crucial. Only those who know the specific advantages of customized earmolds, high-quality hearing protection or professional in ear monitoring can offer individual solutions and provide their customers with the best possible advice. The digital training courses from bachmaier® enable participants to receive further training from the comfort of their specialist shop or while travelling - efficiently, quickly and without any loss of working hours.

Interactive live training with direct practical relevance

The bachmaier® online campus offers live sessions with experienced experts who not only impart theoretical knowledge but also provide valuable practical insights. The training content is specifically tailored to the needs of hearing care professionals and specialist retailers – from customized bachmaier® hearing protection and professional hearos in ear monitoring to earmold basics and digital onboarding processes. Thanks to interactive formats, participants can ask questions directly and benefit from exchanging ideas with their peers.

Knowledge must be accessible – without hurdles

‘With the online campus, we want to offer our partners the opportunity to expand their expertise at no additional cost and with maximum flexibility,’ explains Fabian Kubicke, Managing Director of bachmaier®. ‘We deliberately opted for a digital training concept because we know that time is a crucial factor. Our partners can now train from the comfort of their business or while travelling. At the same time, they receive practical knowledge that helps them to advise their customers even more effectively.’

Exclusive benefits for participants

Participation in the online campus is doubly worthwhile: in addition to in-depth specialist knowledge, graduates of the product training courses ‘Customised bachmaier® hearing protection’ and ‘hearos® In Ear Monitoring by bachmaier®’ receive a certificate of participation as proof of quality. Certified partners are also listed on bachmaier.de, which significantly increases their visibility for end customers. The new end customer website bachmaier.de, which was launched in February, offers an optimised dealer search function so that customers can find a suitable provider of hearing protection, hearos In Ears or impressions in their area with just a few clicks.

Register now and expand your expertise

The training programme includes practical topics such as 'Customised bachmaier® hearing protection', 'hearos in-ear monitoring for musicians' as well as digital onboarding processes and special earmoulds. Registration is easy and only takes a few clicks.

Hearing innovations from the Alps

bachmaier GmbH, based in Bischofswiesen, has been developing, producing and distributing customised products for the hearing aid industry, the hearing protection sector and the music industry for over 30 years. With over 90 employees and production facilities in Germany and Hungary, bachmaier® supplies professional equipment to acousticians, hearing protection manufacturers and earmould laboratories throughout Europe.

Further information: <https://pro.bachmaier.de/en/haendler-werden>

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Photo

Image caption: bachmaier® Online-Campus: Digital training for your success – live, practical and available everywhere.

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Bis über beide Ohren.