

Successful bachmaier® innovation days inspire hearing care professionals from the DACH region

Bischofswiesen, 5 July 2024 – The first bachmaier® innovation days were a complete success and attracted hearing care professionals from Germany, Austria and Switzerland. For two days, the focus was on the latest trends and upcoming relaunches. The event not only offered participants fascinating presentations, but also an exclusive look behind the scenes of the company in Bischofswiesen and its corporate culture.

Opening and company presentation

The innovation days kicked off with a welcome and a comprehensive company presentation by Fabian Kubicke, CEO of bachmaier GmbH. He introduced the wide-ranging portfolio, which includes earmoulds, hearing protection, in-ears and accessories for acousticians.

Brand relaunch and product presentation of hearos In Ears

A particular highlight of the event was the brand relaunch and product presentation of hearos In Ears. Michael Haider, product developer for hearos, guided the participants through the exciting presentation of the new products.

Outlook on the relaunch of the hearing protection products

A refreshing lunch break was followed by an outlook on the upcoming relaunch of hearing protection products in 2025. Alexander Klemenc, Product Manager for Hearing Protection, presented the new hearing protection programme, which is based on current market requirements, trends and customer wishes.

Artificial intelligence in acoustics

Another highlight was the presentation on artificial intelligence in acoustics, given by AI consultant Momo Feichtinger. The participants gained valuable insights into how AI can be used in day-to-day work – from product presentations to the creation of photo and video content.

bachmaier® would like to thank all participants for making this event an unforgettable occasion. The team is already looking forward to the next bachmaier® innovation days 2025!

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 55 employees, the company has been developing and producing customised 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 earmould laboratories throughout Europe.

More Infos: <https://bachmaier.de>

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Photo 1

Caption: Fabian Kubicke, CEO of bachmaier GmbH, moderates the exciting presentations at the first bachmaier[®] innovation days.

Photo credit: bachmaier[®]



Photo 2

Caption: Many participants from the DACH region attended the first bachmaier® innovation days at the company's site in Bischofswiesen.

Photo credit: bachmaier®

