

40 years of bachmaier® and it feels just like the beginning

Bischofswiesen, 24 March 2026 – It is often the quiet beginnings that, in hindsight, have the greatest impact. When the hearing care practice at bachmaier first opened on Schlossplatz in Berchtesgaden in 1986, it was impossible to foresee the developments that would follow. What began as a small hearing care department was driven by a clear conviction: hearing can be improved – made more precise, more personalised and more attuned to the individual.

The first milestone: an earmold that sets new standards

It became clear just a few years later where the company was headed. In 1991, bachmaier developed its own earmold, the 'bachmaier Folie', which quickly made a name for itself and brought the company to prominence far beyond the region. To this day, it remains a symbol of the company's commitment to developing its own solutions rather than relying on standard products.

Growth needs structure: everything under one roof

In 2000, a decisive structural change took place: for the first time, development, manufacturing and expertise were brought together under one roof at the Ramsau site. The team grew steadily and had already reached a staff of around 15 by that time – an important foundation for the next stages of development.

Thinking digitally from the very start: the industry's first ordering system

bachmaier embraced digitalisation early on. As early as 2003, the company was one of the first in the otoplasty industry to introduce a digital ordering system: the bachmaier Intelligent Order System (i.o.s. for short). A true innovation for its time, it was distributed on DVD to customers and prospective clients throughout Germany. Just a few years later, in 2006, production in Ramsau was converted to digital processes, with the aim of further increasing precision, efficiency and reproducibility.

From product to solution: hearing protection for every application

In 2008, following intensive development work, the next major step was taken: the launch of our own range of hearing protection. This resulted in bespoke solutions for a wide variety of applications, ranging from industrial settings and everyday use to specialist applications.

Breaking new ground in the audio sector: hearos is born

In 2017, bachmaier expanded its portfolio to include another key area: with hearos, the company developed its own in-ear monitoring solution. This move enabled the company to specifically target musicians, stage professionals and discerning users in the audio sector – a segment that continues to grow to this day.

A generational handover with vision and perspective

The transition to the next generation took place in 2019. Bernhard Kubicke stepped back from day-to-day operations and handed over the management of the company to his son Fabian Kubicke, who has been running the business ever since – combining long-standing values with fresh perspectives.

A new location for the future

At the same time, the company continued to grow structurally. The production facility in Ramsau was increasingly reaching its limits; the team was growing, and the demands were becoming more complex. 2021 marked the start of a new chapter: with the ground-breaking ceremony in Pfaffenfeld, Bischofswiesen, a modern, future-oriented company building was created. By 2022, the entire team, which had grown to over 60 employees, had moved to the new site. Today, bachmaier employs around 90 people.

Brand, digitalisation and new product generations

The following years were characterised by digital projects and the further professionalisation of the bachmaier® brand world. In 2024, pro.bachmaier.de, a dedicated platform for hearing care professionals, went live. With the relaunch of the hearos In Ears in the same year, bachmaier set new standards: state-of-the-art 3D printing technology, powerful sound and maximum wearing comfort.

In 2025, the relaunch of the consumer website bachmaier.de took place, along with another milestone: a comprehensive relaunch of the hearing protection range under the guiding principle of “Premium Customfit”. A new generation of bespoke hearing protection solutions – developed for virtually every application, featuring a new soft-touch material and proprietary filter technology.

Regionally rooted, continuing to grow

Alongside the development and manufacturing arm, bachmaier GmbH, bachmaier Hörakustik GmbH & Co. KG also continued to develop. Starting from the Berchtesgaden site, branches were established in Bad Reichenhall and Freilassing. With the new opening in Traunstein in 2026, the company now comprises four locations.

More than a laboratory: a company with a philosophy

Today, bachmaier® stands for far more than a traditional earmold laboratory. The company combines precision craftsmanship with digital manufacturing and develops solutions for a wide range of requirements – from earmolds for hearing aids and hearing protection to professional in-ear monitoring and communication solutions.

And yet one thing has remained the same over the years: the commitment to viewing hearing not as a product, but as part of quality of life.

What really matters: the people behind it all

What often remains in the background is, in fact, the most important part: the people behind it all. After all, 40 years of bachmaier® would be unthinkable without them. Without the courage shown at the very beginning. Without the trust built up over the years. And without a team that grows together, supports one another and takes on responsibility.

bachmaier® has always been owner-managed and shaped by its family roots – not just structurally, but above all in our day-to-day interactions. Many employees have been part of the company for years, some for decades. Some began their training here and are now shaping the next generation themselves.

This culture is no surprise. It has grown out of the commitment to see every person: as part of the team, as part of the development and as part of a shared vision: to make hearing even better.

40 years – and still a long way from the finish line

Thus, 40 years of bachmaier® are not just a story of growth and innovation. They represent a journey driven by people, values and a shared determination to make things better.

As a developer and manufacturer, bachmaier® creates solutions entirely in-house: from the initial idea through research and development to product design, production, packaging and marketing. A commitment that enables us to understand, shape and continuously refine every detail.

Hearing innovations from the Alps

Based in Bischofswiesen, bachmaier GmbH is a developer, manufacturer and service provider of hearing-related products. With a total of 90 employees, the company has been developing and manufacturing bespoke products for the hearing aid sector, the hearing protection sector and the music industry for 40 years. bachmaier® now operates production facilities in Germany and Hungary and supplies audiologists, hearing protection manufacturers and earmould laboratories across Europe with professional equipment.

Further information:

<https://www.bachmaier.de/en/>

<https://pro.bachmaier.de/en/>

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Photo

40 years of bachmaier[®] – this is where we create solutions that will delight you from head to toe.



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Bis über beide Ohren.