



Enjoy your every step

PRESS RELEASE

It's official: BÄR is one of the best!

Dear Sir/Madam,

The BÄR brand has been named one of “Germany’s best shoe retailers” in the country’s biggest brand survey, commissioned by the magazine *FOCUS-MONEY* and DEUTSCHLAND TEST. This ranks BÄR as one of the best eight shoe retailers in the country and means it is among customers’ top-rated brands. With this performance, the brand shows that it is a strong anchor for consumers in search of guidance.

The award is testament to the trust which is placed in the BÄR brand. To earn this trust, BÄR has been crafting top-quality footwear using the very best materials right from the start. When buying shoes, BÄR customers should always be able to rely on quality, continuous progress as regards both technical features and fashionable designs, and – above all – BÄR’s trademark principle of 100% toefreedom for natural, healthy walking. To achieve this, BÄR constantly enhances its own capabilities. It is currently focusing on sports shoes and hiking boots. Just this year, BÄR presented a newly developed two-component sole whose features include permanently elastic recovery properties and the lowest weight yet. This helped the BÄR running shoe “Light Impulsion” to wow customers and score well in a test by *RUNNING* magazine. The range of BÄR hiking boots is also packed with functional features and comfort, offering zero-fatigue hiking without any blisters. Meanwhile, BÄR is also making a fashion statement this year with a new edition of its “London” women’s shoe by iconic designer Luigi Colani. The latest autumn/winter collection also contains a number of other highlights. However, BÄR has always put customers at the heart of its constant further development efforts. For over 36 years, it has placed a special emphasis on offering service and advice at its 24 branches in Germany and via its hotline. With its omnichannel business model, BÄR promises to provide the best possible customer service via all channels online (www.baer-schuhe.de) and offline. It follows that it is geared towards future market requirements relating to both digitisation and service. This progress can currently be seen in almost all of its stores too, which were refurbished last year and kitted out for the future.

The study “Deutschlands Beste” (Germany’s Best) was completed on behalf of *FOCUS-MONEY* and DEUTSCHLAND TEST. 20,000 brands from 258 product segments were examined on the basis of 33.4 million statements made online and in social media. The brands which were rated particularly highly by customers were named “Germany’s best”. BÄR was one of them. At the end of October, *FOCUS* will publish a special issue with an extensive report on the biggest study of customer reviews ever completed in Germany.

BÄR is particularly delighted to have received this commendation because it is based on customers’ positive ratings of the brand. This motivates BÄR and its staff to keep upholding the family company’s values in the future.