

brainLight®

LIFE IN BALANCE

brainLight® Company Profile

Corporate Name:

brainLight® Gesellschaft für die Vermarktung von Entspannungstechniken mbH
(**brainLight®** LLC for the Marketing of Relaxation Techniques)

Date of Foundation: October 31, 1988

Owner-Managers: Ursula Sauer, Jochen Hufgard

Business Development:

Since **brainLight** was founded in 1988, the company has distributed unique, holistic relaxation systems and has become the market leader in this field. The globally unique products' USP lies in the synergy of audiovisual relaxation and Shiatsu massage. Both components are connected to each other via an interface. On the journey of this product development and market launch the "**brainLight-be Synchro**" (2007) and the **brainLight** relaxTower for commercial use (2009) were created. In 2011, the "**brainLight-be Synchro**" was upgraded to the "**brainLight Touch Synchro**", which includes an integrated touch panel. A Shiatsu massage chair can be controlled at the touch of a button, whilst synchronized light, rhythmic sound, music and voice guidance are also emitted.

In the following years, these systems were repeatedly supplemented by more innovative Shiatsu massage chairs. In the history of **brainLight**'s Shiatsu massage chairs, the progress in individualized massage technology stands out. The launch of the Shiatsu massage chair 3D FLOAT PLUS in 2013 introduced a body scan, which is activated at the beginning of every program. Thus, the chair adjusts its massage to the individual user's height. The latest massage chair model "Zenese" — introduced to the market in 2016 — boasts a new generation of this technology, which not only detects back length and width but also individual back contours. Now, for example, a massage along the shoulder blades is possible. Furthermore, "Zenese" can be operated via an app on a user's own iOS device.

Since 2015, **brainLight** has been increasing their focus on services related to corporate health management (BGM) for companies and institutions. With specialized projects and health management measures companies can test whether **brainLight**-Systems help their employees long-term to relax and rejuvenate during the working day. These measures are scientifically evaluated by Bonn-Rhein-Sieg University.

Products and Services:

- Distribution of audio-visual deep relaxation and learning systems, Shiatsu massage chairs, and the combination of the two: the **brainLight** Complete Systems
- Sound and recording productions
- More than 150 recreation lounges ("Wellness-Lounges") per year at trade shows and events
- **brainLight**-Systems available for corporate incentives, events and health days
- Information events and **brainLight** Life Balance Days
- Guidance and support for companies integrating corporate health solutions
- Training for „Betriebliche*r Präventions- und Gesundheitsmanager*in TÜV“ (TÜV accredited corporate prevention and health manager).

Target Groups and Areas of Application:

- Companies and corporate health management
- Medical and therapeutic institutions
- Rehabilitation and nursing industry
- Fitness and sport
- Education and learning
- Wellness and beauty
- Hotels and spas
- Private users



Sales Channels:

- Onsite presentations in companies and at trade fairs
- Online shop www.brainlight.com or www.brainlight.de
- Presentations in **brainLight** studios or showrooms

Awards:

The brand "**brainLight** – Life in Balance" won two awards at the German Brand Award 2019, in the categories "Health & Pharmaceuticals" and "Product Brand of the Year". In June 2017, **brainLight** had already been awarded a German Brand Award for "Industry Excellence in Branding – Beauty & Care" and was nominated in 2018.



In 2018 **brainLight** was awarded for the fifth time with the coveted Plus X Award! In 2012/13, 2013/14, 2014/15, and 2016/17 the most exclusive **brainLight**-System at the time became "Relaxation System of the Year", was awarded prizes by the jury for Innovation, High Quality, Design, Functionality and Ergonomics and in 2018 was given the seal "Best Product of the Year".

After the repeated and almost regular success of the **brainLight**-Systems at the PLUS X AWARDS, the brand "**brainLight** – Life in Balance" is one of the most successful brands at these awards. Therefore in 2018, **brainLight** was awarded with a new seal of "BEST BRAND OF THE YEAR 2018" for the first time! In 2018, **brainLight** came top of an opinion poll commissioned by PLUS X AWARD for "Highest Customer Satisfaction".



At INDUSTRIEPREIS (German Industry Prize) 2018, the corporate health management (BGM) project "Improved Health Through Sustainable Awareness" by **brainLight** GmbH in cooperation with Bonn-Rhein-Sieg University was awarded the title "Best of" in the category "Services". In 2016, **brainLight**'s corporate health management service myBGM was also included in the INDUSTRIEPREIS "List of the Best" in the category "Services".

At the European Health & Spa Award 2017, the **brainLight** "relaxTower Zenesse" won second place in the category "Best Technical Spa Innovation". In 2015, the **brainLight** "relaxTower 3D FLOAT PLUS" ranked third in the same category and competition.



In 2017, the **brainLight** Complete System "relaxTower Zenesse" won the audience prize at the Wellness & Spa Innovation Awards.

In 2016, **brainLight** was further recognized as "Luxury Brand of the Year" (Luksusowa Marka Roku 2016) at one of Poland's top brand awards.



All **brainLight** massage chair models in combination with audiovisual **brainLight**-Systems were given the quality seal of the Deutscher Seniorenlotse (German Senior Citizen Guide) in 2016. The quality seal stands for senior-friendly products, product variety, excellent price-performance ratio, and product quality.

In 2015, our holistically relaxing **brainLight**-System was awarded first place in the category "Wellness Equipment and Spa Accessories" at the hotel and catering trade show HORECA in Krakow.

