

## **Freshness boost for oto-fresh® - cleaning series in a new design**

*Ramsau, July 25, 2019.* bachmaier® gives its oto-fresh® brand a new design that also includes a consumer-friendly application concept. "It was important to us to create a high-quality and elegant design for our products. The new concept includes four different oto-fresh® series, which make proper cleaning and care as easy as possible," says Fabian Kubicke, Managing Director of bachmaier®.

In total, there are four product lines, which are clearly differentiated from each other in their packaging design: 1 Cleaning, 2 Tools, 3 Drying and 4 Care. All products in these series are optimally coordinated and can be combined with each other. The numbers indicate the ideal sequence - for an always simple and uncomplicated application of the oto-fresh® products.

The oto-fresh® products have been specially developed for the effective cleaning and drying of hearing systems, earmolds, hearing protection and in-ear monitoring. Proper care not only guarantees a perfect sound image and a long service life of the earpieces, but also ensures optimal hygiene in the ear. All oto-fresh® products are available from hearing care professionals and in the bachmaier® online store.

bachmaier® is a developer, manufacturer and service provider for ear-related products. With a total of 55 employees, the company has been developing and producing custom-made products for the hearing aid industry, the hearing protection industry and the music industry for almost 30 years.

More info at: [www.bachmaier.de/oto-fresh](http://www.bachmaier.de/oto-fresh)

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