HEARFORMERS

HANDCRAFTED PRECISION

AUDIA AKUSTIK reveals who is behind every earmold at EUHA 2026

Sömmerda / Hanover, October 2026 – Under the slogan "Hearformers", AUDIA AKUSTIK is offering a behind-the-scenes look at its earmold production at this year's EUHA – putting the spotlight on the people who, every day, transform an ear impression into a perfectly fitting product.

No two ears are alike

Every earmold, every hearing protector and every in-ear headphone that leaves the production facility in Sömmerda, Thuringia, begins with an individual ear impression. Through the interplay of state-of-the-art manufacturing technology and genuine craftsmanship, this is transformed into a perfectly fitting product. At many stages of the process, experience, precision, and craftsmanship are essential. With HEARFORMERS, AUDIA puts the spotlight on the people who shape this process every day.

Live insights at the exhibition stand

At the AUDIA stand (Hall 6, Stand 512), visitors can experience the manufacturing process up close:

- A **process overview** illustrating the individual manufacturing steps for the various materials – Fototec, silicone, Thermotec and titanium
- A specially produced **trailer**, filmed directly on the production floor and showcasing the products
- A **Hearformers quiz** with three questions about earmolds
- An accompanying **leaflet** on the trade fair theme with further background information

With "Hearformers", AUDIA aims to show hearing care professionals the expertise and precision craftsmanship that go into every product – from the initial 3D capture of the ear impression right through to the final laser engraving. AUDIA uses the term "Handcrafted Precision" to describe the interplay between technology and craftsmanship that makes every product unique.

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About AUDIA AKUSTIK

Based in Sömmerda, Thuringia, AUDIA AKUSTIK has been manufacturing customised earmolds for over 35 years and, as a subsidiary of Sonova, supplies more than 3,000 hearing care professionals worldwide.

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Further information and product details:
Earmolds, hearing protection and headphones from AUDIA AKUSTIK.