

FOR IMMEDIATE RELEASE

Deafmetal Opens Seed Round and Launches Audiology Clinic Program to Scale Hearing Aid Jewelry Globally

HELSINKI, Finland—April 1, 2026—[Deafmetal](#), the Finnish design-driven hearing health brand transforming hearing devices into objects of identity and style, today announces the launch of the Deafmetal Audiology Clinic Program alongside the opening of a Seed funding round to support the company's next phase of international growth.

According to the World Health Organization, only an estimated 17–20% of people who could benefit from hearing aids actually use them, often due to stigma associated with medical-looking devices. Deafmetal aims to change this by transforming hearing aids into visible, personal objects that people are proud to wear.

Founded by designer Jenni Ahtiainen, Deafmetal operates at the intersection of hearing health, fashion and self-expression. The company creates jewelry and safety accessories for hearing aids, including patented hearing aid fasteners designed to keep devices secure while allowing users to express their identity through design.

THE DEAFMETAL AUDIOLOGY CLINIC PROGRAM

The Deafmetal Audiology Clinic Program was created so audiologists can focus on what they do best — hearing care. Deafmetal handles the rest, giving clinics a practical, low-barrier tool to help patients use their devices more consistently and with more confidence.

The program provides clinics with curated product selections, training and marketing support, enabling hearing aid users to discover Deafmetal solutions directly within the clinical hearing care journey. A key feature is that clinics can offer Deafmetal products to patients without carrying inventory risk, making it accessible even for smaller practices.

The Clinic Program has already been successfully piloted with 20 clinics, demonstrating strong audiologist engagement and measurable increases in patient confidence in wearing their hearing devices. The program will expand to new partner clinics throughout 2026.

"Deafmetal was created to change how people experience hearing loss. By working more closely with audiology clinics, we can reach people at the moment they begin their hearing journey and offer solutions that combine safety, confidence and personal expression."

— **Jenni Ahtiainen, Founder, Deafmetal**

SEED FUNDING ROUND

Deafmetal is seeking €500,000 in seed funding to accelerate its commercial growth and international expansion. The company is seeking investment from strategic partners who share its commitment to hearing health, inclusive design and community-led brand building.

The funding will be used to:

- Rebuild and scale Deafmetal's global direct-to-consumer e-commerce platform
- Activate international marketing and brand awareness campaigns
- Expand the Audiology Clinic Program to new markets globally

"The hearing health market is enormous and largely untapped from a design and identity perspective. We've proven there is global demand, and now we need the foundation to scale. The clinic program gives us a direct channel to reach people at the most important moment in their hearing journey, and this round gives us the tools to build it properly."

— Jenni Ahtiainen, Founder, Deafmetal

Deafmetal already serves customers in more than 30 countries through its direct-to-consumer platform and selected B2B partners. The Founders Club is a limited-access membership program offering community members and hearing clinics the opportunity to become part of Deafmetal's growth story.

Investors and community members interested in learning more can visit:
deafmetal.store/page/25/investors

ABOUT DEAFMETAL

[Deafmetal](#) is a Finnish founder-led hearing health brand creating jewelry and safety accessories for hearing aids. Founded by designer Jenni Ahtiainen, the company operates at the intersection of fashion, deaf identity, and hearing care by empowering hearing aid users to express who they are while keeping their devices safe and secure. Deafmetal sells globally through its direct-to-consumer platform and select partners and serves customers in more than 30 countries. The company was featured in the V&A Museum in London and featured in Forbes, and was recognized by BIHIMA (British Irish Hearing Instrument Manufacturers Association) as one of the Top 3 Most Significant Developments in the hearing industry that year.

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