

# FORUM

The Stiegemeyer-Group's company magazine



## Departure into a digital age with more quality of life

07. March 2019 // **Trade Fairs & Events**

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## Departure into a digital age with more quality of life

### Burmeier introduces many innovations at EXPOLIFE

**With great expectations Burmeier travels to Kassel this year for EXPOLIFE. A new chapter in the history of homecare beds is to be opened – more digital, more comfortable, safer and with even more support for family caregivers and resellers.**

The focus is on the new Dali series. The best-selling care bed in Germany and its model variants have been intelligently revised and now combine the proven quality of the series with many new ideas. On display are the Dali, the low-height bed Dali low-entry and the machine washable Dali wash. Also discover how the popular model Arminia continues with its home-like wooden surrounds for head and footboards within the Dali series.

They are all easier, faster and more modern to use: with the new wireless handset and the Dali-Lock app on the smartphone. The wireless handset gives both the resident and the caregiver much greater freedom of movement. At the same time the operator of the bed wins great advantages, because the handset cable was previously susceptible to damage due to improper handling and was only cumbersome to clean. The wireless handset therefore promises a reduction in costs and effort.

### Apps for everyday support

The new Dali-Lock app enables the locking and unlocking of individual adjustment functions with the smartphone. Burmeier thus opens the door to the smart home world: In the future, apps should play an increasingly important role and support people in homecare in many situations. Soon there will be a Burmeier app for retailers and users with lots of useful information about our products and links to our videos and social media channels.



With the new Easy-Click system, the safety sides can be clicked on and off within seconds – a great relief when assembling and dismantling the bed.

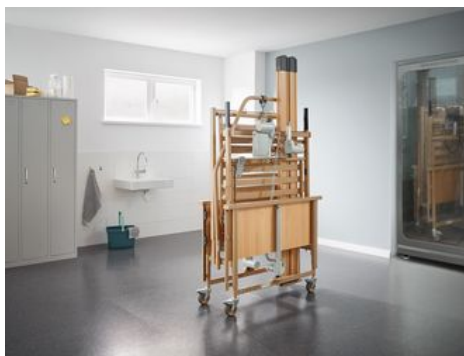
## **Back-friendly and quick mounting of safety sides with Easy Click**

Homecare beds are often used in many different places and must be easy to assemble and disassemble. The new Dali series brings a decisive advantage here with the Easy Click system. The four bars of the full-length safety side are effortlessly "clicked on" and without tools. For this purpose, pre-mounted brackets are available at the head and footboard. At the same time, the release mechanism is protected so that residents cannot inadvertently remove the safety sides. The patented Easy-Click system is very well received during current product trainings and is a real relief for the employees of the medical supply specialists.

## **Better hygiene through machine washable beds**

Thoroughly tested quality is also represented by the Dali wash. It meets the standard for machine washable care beds and is thus ideally suited for automatic reprocessing. A real competitive advantage for the medical supply trade. In Kassel, visitors experience the bed as well as the washable bed insert Lippe IV with a modern washing system of our cooperation partner RehaWash.

A home-like look is very important to feel well and safe in the care bed. As usual, optional wooden surrounds are available for the Dali beds, which can be used to dress the head and footboard if desired. The "Dali with wooden surrounds" thus takes on the legacy of its popular predecessor Arminia and looks even better. Of course, our elegant textile softcovers for head / footboard and safety sides will continue to be available.



With the Dali wash, the medical supply retailers benefit from the many advantages of automated bed reprocessing.

A new dimension of comfort and cosiness is opened up by the further developed care bed Regia for private customers, which will be presented to the public in Kassel for the first time. We do not yet reveal anything

about its innovative system "Easy Switch" – only that it is a particularly convincing solution in the field of individually adjustable beds.

For retailers, the presentation of the Regia is exciting for another reason: together with the interior design office PARKraum, Burmeier has developed a shop concept for the free sale of care beds and accessories. The point-of-sale concept combines visual and acoustic sales promotion with modern configuration options to create a custom-made bed for each customer individually and to make the sale of the specialist retailer as easy as possible.

So many good reasons to visit EXPOLIFE in Kassel from 28 to 30 March. The Burmeier team is looking forward to many interesting discussions at Booth B06 in Hall 12 + 13. Admission to the fair is free for trade visitors. An online registration is recommended:

<https://expolife.de/registration>