

# FORUM

The Stieglmeyer-Group's company magazine



## Burmeier creates an unforgettable shopping experience

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### Introducing the new point of sale for care beds and matching accessories at EXPOLIFE

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Visitors to the fair first get to know the new Dali series: Care beds that herald the digital future with a host of innovations and which can also be transformed into individually customised beds with the original Burmeier accessories. And this is where Elke Park's sales station comes in. It gives a comprehensive overview of the various features and options – and does not even need a bed to do it. The product is presented in a sophisticated visual and tactile way that works on its own. Customers are welcome to look, discover and feel for themselves without the need of a salesperson.



Innenarchitektin Elke Park von PARKRAUM in Stuttgart hat für Burmeier ein attraktives Point-of-Sale-Konzept entwickelt.

## Discover original accessories

The point-of-sale concept consists of an integrated wall display solution that is one metre wide and a good two metres high. It features many original accessories. The customer can see the mobilisation aid at entry height and try out the elegant reading lamp or run their hand over the mattress patterns and check the degree of comfort. There are also brightly covered versions of the cosy Softcover on round discs to discover. The Softcovers can be used by customers to cover the headboards, footboards and safety sides of the beds.

Setting advanced digital standards, the Dali series also features the new wireless handset. Customers can pick it up and discover how much freedom of movement it gives residents and caregivers.

A monitor in the wall provides all the necessary information, as well as providing Internet access to all Burmeier product information and videos. Its intuitive touch operation allows customers and sales staff to find pictures, text and configuration options for the popular Dali series, the comfortable residence beds and their accessories. It also features an integrated loudspeaker for sound.

## Professional purchase advice

The salesperson can use practical aids such as the digital bed configurator or the Burmeier adapter sheets if they join the customer to offer advice. All decor samples are on hand and there is even a built-in printer for quotes and sales transactions. This creates a lasting feeling of professionalism and high quality. 'Ultimately, it is important for successful businesses that everyone involved has fun', says graduate engineer Elke Park. The new concept creates a stimulating atmosphere of something special, which is precisely what staff in the specialist trade feel.

Burmeier plans to sell the sales station to all interested specialist dealers. The EXPOLIFE is a good opportunity to thoroughly test the system. The Burmeier team looks forward to receiving lots of interest at booth B06 in hall 12+13. Admission to the fair is free for trade visitors. Online registration is recommended: <https://expolife.de/registration>