

FORUM

The Stieglmeyer-Group's company magazine



Beds that provide ideal support at every stage of life

30. April 2019 // **Trade Fairs & Events**

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A particularly attractive offer for private customers is the completely redesigned Regia bed with the Easy-Switch system. The Easy-Switch principle is simple and convincing: the split safety side elements, the headboard and footboard and the side panels can be attached and removed without tools. This is achieved by easy-to-operate fasteners that snap securely into place and cannot be accidentally undone by the resident. Side panels and some head and footboards are available optionally with fabric or imitation leather upholstery that lends a homelike touch.



The Regia with the Easy-Switch system enables tool-free conversion and many design options.

Thanks to the Easy-Switch system, the Regia can easily be retrofitted with safety sides or a new look during use and thus adapted to the needs of the user. This turns it into a bed that develops with its owners and supports them at every stage in their lives. In addition, the removable safety sides make it considerably easier to assemble the bed.

The REHAB is also a good opportunity to take an in-depth look at the new Dali series. The best-selling care beds in Germany open the door to a digital future that will make home care much easier. For example, the new wireless handset that connects to the Dali via Bluetooth: it gives residents and their relatives freedom of movement in bed and inside the room, providing much better quality of life. At the same time, the spiral cable is dispensed with as it is deemed susceptible to damage if improperly handled and a dirt trap.

Optimal and evaluable hygiene is also the aim of the new Dali wash. This care bed allowing automated reprocessing provides a high standard of hygienic safety for everyone involved in home care and saves the medical supply trade time, effort and costs when it comes to cleaning. Visitors can also find out at the trade fair stand about the advantages of Burmeier's cooperation with the leading washing machine manufacturer RehaWash.

Information is also the essential task of medical supply retailers when it comes to the sale of accessories for our care beds. Stand-up aids or protective cushions are attractive offers for customers – but what's the best way to draw attention to them in the often hectic daily course of business? With this challenge in mind, Burmeier and interior designer Elke Park from PARKRAUM have developed a sales and advisory station for care beds and suitable accessories: an integrated wall display stand measuring one metre in width and a good two metres in height.

Many accessories can be seen there in their original state. Customers are presented, for example, with a stand-up aid at entry height, they can try out the elegant reading lamp or test the comfort of mattress samples. Additional visual material is provided by a monitor in the rear wall, which provides information and videos on all Burmeier products from the Internet. Sales staff can take advantage of a bed configurator and an integrated printer. Burmeier plans to make the POS display stand available for sale to interested specialist retailers.

Our team is looking forward to welcoming all visitors to our stand K29 in hall 2. REHAB will take place from 16 to 18 May (Thursday to Saturday) at the Karlsruhe Exhibition Centre.

www.rehab-karlsruhe.com/en/



The sales and advisory station for care beds and accessories offers a shopping experience that appeals to all the senses.