

FORUM

The Stiegmeyer-Group's company magazine



Yellow like sunshine

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Bright colours have played a varied role in Stiegmeyer's long history. In the 1970s, even our hospital beds were green and orange. Then again, a strict triad of white-grey-wood prevailed. In recent years, colours are again present everywhere. Today, however, they no longer come in the form of bold paintwork as in the 70s, but tastefully on fabrics and imitation leather.

Which 2021 trend colours are recommended for our upholstery, quilting patterns and softcovers?

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Our Venta care bed kicked things off in 2015. For the first time, it was possible to cover the head and footboards as well as the side panels with removable homelike fabric covers – the softcovers. Shortly afterwards, Burmeier also offered softcovers for the Dali home care bed. The next step followed with fixed upholstery for selected care beds. And now there is an innovation for the Elvido and Libra models that provides a more homelike look than ever before: quilted head and footboards.

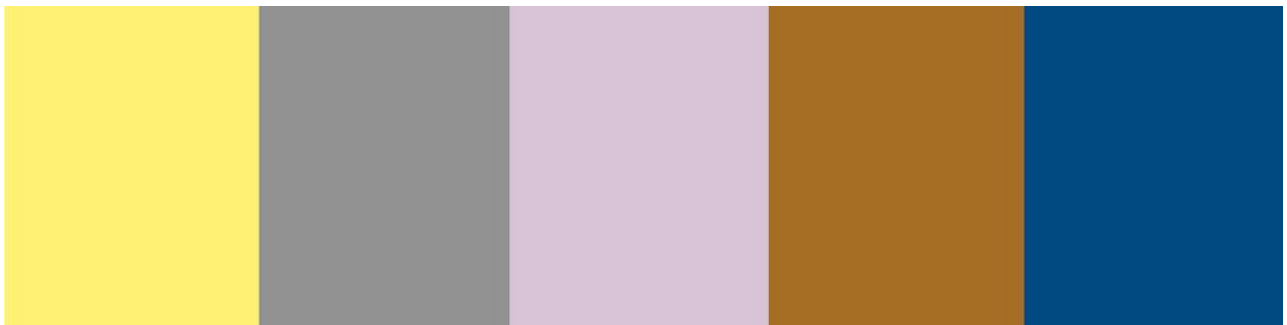
Anyone who sees the quilted beds in our Herford showroom for the first time is surprised by their effect. They have a wonderfully private, cosy and individual look. Two patterns are available to choose from: The diamond design has a British touch and provides a classically elegant flair. The box design with its rectangular lines looks modern and vital.



Quilted head and footboards for our Elvido and Libra models create a wonderfully homelike atmosphere – here the box design in a cutting-edge colour scheme.

This raises the question of colours again: What tone should the upholstery be in to be up-to-date? What are the trending colours of 2021? The usual candidates grey, brown and beige or rather a bright green?

To find out, we checked with the American colour institute Pantone online. The company from New Jersey has a great influence on international product design – the logos of Stieglmeyer and Burmeier also bear Pantone colours. Every year, Pantone presents one or two trend colours. In 2021, the colours are "Ultimate Grey" and "Illuminating", a medium-light grey and a radiant lemon yellow.



From radiant yellow to bright blue: these are – in liberal re-creation – some of the trend colours in 2021 that one encounters everywhere on the internet.

Looking back at the Pantone colours of the years up to 2010, this is a surprising choice. The 2010s were, in a sense, a purple decade, with four trend colours coming from the pink-purple spectrum: Ultra Violet, Rose Quartz, Radiant Orchid and Honeysuckle. In addition, there were several blue and green-turquoise shades. Yellow came only once in this century – in 2009 with the shade "Mimosa".

According to Pantone, the dual tone of grey and yellow is a reaction to our time of crisis. On the website of the institute it says: "As people look for ways to fortify themselves with energy, clarity, and hope to overcome the continuing uncertainty, spirited and emboldening shades satisfy our quest for vitality. PANTONE 13-0647 Illuminating is a bright and cheerful yellow sparkling with vivacity, a warming yellow shade imbued with solar power. PANTONE 17-5104 Ultimate Gray is emblematic of solid and dependable elements which are everlasting and provide a firm foundation."

Bright yellow in particular has obviously found immediate favour in the fashion industry and is celebrated everywhere on the internet. Vogue magazine also recommends shades of pink and lilac, for example, as well as a rich, luminous cinnamon brown - colours that can also be found again and again in the latest furniture collections. A velvety midnight blue is also still very much in trend there, perhaps inspired by the Pantone "Classic Blue" colour of 2020.



Fashionably up-to-date: the Venta care bed with midnight blue soft covers and white side panels.

Would you like an upholstered care or comfort bed from Stiegmeyer in one of these cutting-edge colours? Then take a look at our renowned partner Delius and indulge in the large selection of homelike, easy-to-care-for fabrics. The Ambra Deligard series, for example, offers almost all modern shades from rich yellow 2550 to sea blue 5552.

Bring the colours of spring and hope for better times to your nursing home or private bedroom.

Links:

Pantone Colours of the Year: <https://www.pantone.com/uk/en/color-of-the-year-2021>

Ambra Deligard series: <https://delius.de/en/products/contract-fabrics/ambra>