

# FORUM

The Stieglmeyer-Group's company magazine



## Lifestyle and new comfort in the bedroom

13. March 2017 // **Products & Services**

The suite eMotion with its elegant creeper pattern has a new owner. The bed, with its range of fabrics specially designed for the imm cologne international show, was greatly admired by visitors and even attracted a buyer at the stand. For Hubert Wenisch, Sales Director of the Living Comfort Division at Stieglmeyer, this was just one of many successes at the prestigious furniture show.

### **Stieglmeyer introduces its Living range for private customers**

**The suite eMotion with its elegant creeper pattern has a new owner. The bed, with its range of fabrics specially designed for the imm cologne international show, was greatly admired by visitors and even attracted a buyer at the stand. For Hubert Wenisch, Sales Director of the Living Comfort Division at Stieglmeyer, this was just one of many successes at the prestigious furniture show.**

Stieglmeyer presented the new Living range for private customers for the first time in Cologne. This includes the comfort bed suite eMotion and the Lindeo bed insert. The suite eMotion is the epitome of elegance and innovative technology. The body of the bed is covered with highquality fabric and seems to float above its base. It can be quickly adjusted to the desired height or tilted forwards using the MotionGuide handset. In combination with the adjustable mattress base, the bed can be transformed into an armchair, whenever required, for eating breakfast, watching TV or reading.

Some people would really prefer to enjoy the comfort of an electrically adjustable bed without having to part with their own treasured bedroom furniture. The Lindeo bed insert is the perfect choice here. It can be fitted into an existing bed. And a wide range of sizes is available. Guests at the imm cologne also had the opportunity to view Stieglmeyer's Venta care bed. Here too, the height of the mattress base can be continuously adjusted using a handset. Depending on your body height and preference, the height can be adjusted from a low 25 cm up to 80 cm. With a range of colours to choose from, the upholstered bed surround becomes the centrepiece of any room design.



The "Chalet" design line stands for the elegance of a cosy country house.

"Customers are becoming more and more interested in comfortable and functional beds," explains Sales Director Hubert Wenisch. The elegant Lifestyle and premium comfort of the suite eMotion appeal to all the family, says Wenisch. Couples can enjoy a romantic hour or two here, or read and sleep in parallel thanks to the flexible adjustment options. And there is plenty space in the suite eMotion for a cosy family breakfast.

"Our Lindeo bed insert is aimed at people who value a high level of comfort but also want to think about prudent provision for getting older," explains the Sales Director. The Lindeo fits into any existing bed frame. So the familiar furniture can stay put. In combination with a handset, the bed insert meets many of the requirements of day-to-day life – by raising the mattress base up to a height of 74 cm, for example. "This makes it much easier to get out of bed," says Wenisch. The exceptional flexibility of the back and thigh rests provides an additional level of comfort that standard beds cannot offer. "The concept of Living was very well received by the customers," says Hubert Wenisch.



Our comfort beds are very popular at trade fairs.

He is looking forward to being able to introduce the suite eMotion and the Lindeo again soon to trade visitors at the ABK Open trade fair on 5 and 6 July at the Gerry Weber Event Center in Halle/ Westfalen.