

FORUM

The Stieglmeyer-Group's company magazine



Beautiful beds, rich colours, big flowers – the sleep trends at ABK Open

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As recently as May, it had looked as if the fair might not take place at all because of the Corona Regulation of the state of North Rhine-Westphalia. Then the numbers dropped, although it took a little longer in the district of Gütersloh. In the end, however, the ABK Open landed right on time in the valley of the Covid wave – and thus also enabled Stieglmeyer to make its first live trade fair appearance since the beginning of the pandemic.

Stieglmeyer showed lifestyle beds in the OWL Arena in Halle, Germany

For weeks, the exhibitors and visitors of the ABK Open had hoped and waited, but in the end everything went well: they walked over a red carpet to the OWL Arena in Halle, in the Westphalia region of Germany, and handed the vaccination card or the negative Covid test to the friendly staff at the front desk. Then the door opened to a world of beautiful beds and equally beautiful bed linen.

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Lifestyle beds for dreamy sleep and support in every phase of life (from left): Lindeo, Libra and suite eMotion.

Many guests at the Stiegmeyer booth

In a quiet, focused atmosphere, numerous trade visitors took advantage of the three days to take a tour. Lifestyle Beds Sales Manager Hubert Wenisch and our new Area Sales Manager for Southern Germany Markus Landenberger welcomed many guests: dealers, private customers, association representatives, journalists.

The furniture trade can take off again after the long lockdown in Germany – and the ABK Open presented the most exciting new products. Lifestyle beds from Stiegmeyer are the right choice for people who want to enjoy the future with a new quality of life.

The suite eMotion fulfils the highest demands on elegant design. As a single or double bed, it treats its users to a lift function for the mattress base, a comfortable and health-promoting recliner position and intuitive operation with a wireless handset.

Libra partner separable double bed

With its lift function from a low 25 cm up to 80 cm, the Libra comfort bed is a great support in every phase of life. With this bed, you can sleep safely, get up effortlessly and even change your linens or pack a suitcase without damaging your back. The Libra is now also available as a double bed with many helpful functions. For example, the bed halves can be separated and pushed apart in a few easy steps to clean the floor effortlessly.

If you want to keep your familiar bedroom, the Lindeo comfort frame is the best choice. This bed insert can simply be placed in an existing bed conversion, where it offers all the advantages of an electrically adjustable bed with lift function and movable back and leg rests. Discussions with dealers at the booth showed how attractive the Lindeo is for people who are looking for more comfort in old age.



Our Sales Manager Comfort Beds Hubert Wenisch (l.) and the new Area Sales Manager Southern Germany Markus Landenberger are looking forward to the second half of 2021.

Baroque floral glory

Even the most beautiful lifestyle bed becomes much more beautiful with fine bed linen. And there is no better

place than the ABK Open to discover the latest trends. The highlight of 2021 was recognisable at first glance: flowers. Not as a small discreet pattern, but huge and baroque. Some booths resembled metre-high walk-in paintings – the visitor was literally drawn into a 17th century floral still life. The bed linen joined curtains, carpets and bathrobes to form a complete work of art.

However, the colours of the year are not only traditional, but also fresh and modern: in addition to muted natural shades, one could admire a shiny light and medium blue, bright green and rich rusty red.

The desire for exuberance and a new, liberated life after the pandemic could be felt everywhere in the OWL Arena. The comfort beds team at Stiegmeyer is looking forward to supporting customers in this.