

FORUM

The Stiegemeyer-Group's company magazine



Comfortable beds for discerning customers

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If the physician prescribes a care bed, the residents receive a standard bed from the medical supplier. The costs for these beds are covered by the health insurance as a lump sum. Usually the beds are loaned. But the residents or their families also have the option of buying their own new bed and meeting their personal needs with it. The new Burmeier care bed Regia is an excellent choice. How does it benefit the customer?



Irina Dietrich, Stellvertretende Vertriebsleiterin bei Burmeier.



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"The Regia looks good and is especially comfortable", explains Irina Dietrich, vice sales director at Burmeier. "Customers can choose between four wooden decors: In addition to natural beech, there is crimson king maple, noble cherry and Havana cherry". The modern chassis with its straight surrounds covering the castors is also attractive.

In addition to the points for aesthetics, the Regia low-height bed scores for its modern fall prevention technology without needing liberty restricting measures. The large height adjustment range of 26 to 80 cm and the standard split safety sides also contribute to its attractiveness. The choices are either a 2-stage upwards telescoping safety side or a sliding safety side. Both allow sufficient space for entering and exiting the bed if needed – consistent with the Werdenfelser approach for elderly persons. "Liberty-restricting measures should be avoided as much as possible even in the domestic area", stresses Irina Dietrich. "The Regia helps minimise anxiety, stress and depletion of physical strength for the residents. It promotes mobility."

Both the Regia as well as all other Burmeier beds can be individually set up using a wide selection of accessories. "If, for example, someone wants to use a Dali II 24 Volt, a Dali-Wash or an Economic II, our new Softcovers should be taken into consideration", says Irina Dietrich: "Softcovers are textile covers for the head and footboards and safety sides which look elegant, are easy to install and can be machine-washed." Pleasing colours, from orange to Bordeaux to petrol can enhance well-being and help dementia patients with their orientation: "For a comparatively low price, the bed is significantly upgraded."

Additional accessories are the practical serving tray and the convenient Sola reading lamp. There are also very comfortable mattress bases and under bed lighting available for the Regia. "In 2016, we want to increase the sales share for private customers by a third", says Irina Dietrich, and she is confident that people will be thrilled by the assortment.