

FORUM

The Stieglmeyer-Group's company magazine



suite eMotion by Stieglmeyer

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Stieglmeyer celebrated the launch in the "sleep" hall 9. The design-oriented and extremely homely look of the trade fair stand was developed in collaboration with the Vogelsänger Group. "We had a lot of really positive feedback from customers and received a lot of visitors", explained Hubert Wenisch, Sales Manager for comfort beds. The new bed will be available for order from May 2015 onwards.

The suite eMotion will be available from classical bed specialists as well as high-end furniture retailers. One of Stieglmeyer's aims for this year is to create a retailer network throughout the whole of Germany. The attractive target group of 50+ is going to become increasingly more important to the interior furnishing sector – a group we are already targeting with this product.