

## Physical distance, please

Kusch+Co offers professional solutions to guarantee a safe physical distance between the seats, and it seems customers have been waiting for them. The Frankfurt Airport placed the first order.



**Sars-CoV-2 is sure to have a long-term impact on our everyday life. Especially in much-frequented environments, where many people come together, keeping sufficient distance is the best prevention and a challenge at the same time. Kusch+Co thinks ahead and now offers a first range of professional physical distancing solutions that combine functionality with design.**

The gates at airports, station platforms, waiting rooms are usually very crowded – scenes like these, which used to be normal in the past, are to be avoided in the future. The long-term goal is to drastically curb the pandemic outbreak of viral infections. Experts agree that Sars-CoV-2 is not going to be the last virus to keep the world in its grip.

### **Economic Viability and Infection Prevention**

This global pandemic has drastically changed the way we interact with each other, especially in public and semi-public environments. It is currently impossible to know how long the physical distancing guidelines will be in place and how they will evolve – but one thing is for sure, the implementation will be quite a challenge. That is why solutions are required that are capable of achieving the balancing act between economic viability and infection prevention. Kusch+Co – a company that has been developing hygiene-oriented seating for many years now and therefore boast the necessary experience in this field – handles this task responsibly. Their first range of professional physical distancing solutions amalgamates functionality with design.

**Short-term measures for public transportation, concert halls, cinemas, theatres or stadiums**

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Designed as a short-term measure, Kusch+Co has developed safety banners to block individual seats within a row. Simply tension the banner over the seat and back, and connect both ends. As standard, the banners feature the prohibition sign contrasted against a bright green base colour. The banner design with regard to colours and prints can be tailored to the customer's wishes. The Frankfurt Airport placed the first order. On their behalf, the experts at Kusch+Co developed the first prototype within just four days. Since then, Kusch+Co supplied these banners to many other airports, such as Dortmund, Montpellier, Lille, Lyon, Boston or Oklahoma City. On top of this, these banners are ideally suited for a multitude of other environments and uses, like public transportation, concert halls, cinemas, theatres or stadiums. The demand is extremely high: round about 18,000 units were sold and delivered in a short time.

### **Flexible solutions**

With regard to their waiting bench series 7100 Terminal or 8300 V-Travel, Kusch+Co recommends to substitute selected seat shells for black laminated bench tops, optionally available with an antibacterial surface. The installation of partition walls between the bench rows would be a perfect medium-term measure in the opinion of Ingo Bandurski, Solutions Manager at Kusch+Co. The solutions can be implemented flexibly – and are also compatible with third-party products, i.e. not made by Kusch+Co. The partitions can be mounted on the stretcher bar, attached to the bench top, or self-supporting on the floor. Next to transparent materials such as acrylic glass or toughened glass, the partitions, available in bespoke dimensions, can be made of metal or wood. The latter either with or without a fabric cover.

### **Integrated partitions for seating will define the future of seating**

In the long term, seating concepts will have to be redesigned. Seating with integrated partitions are sure to play a seminal role in future projects. Ingo Bandurski is happy to underline his statement by showcasing the series 7900 Creva soft, Design by kaschkasch, consisting of comfortable one-person chairs or multi-seater benches that, thanks to the modular partition walls, are ideally suited to create virologically protected "bubbles" – not forgetting, this set-up considerably improves the acoustics as well as the overall quality.

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Hallenberg, June 2020

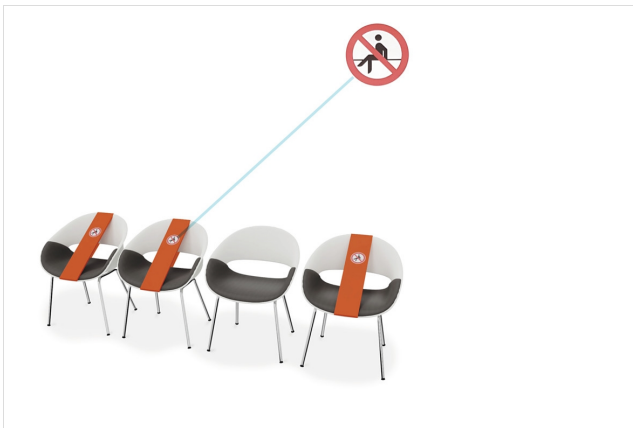
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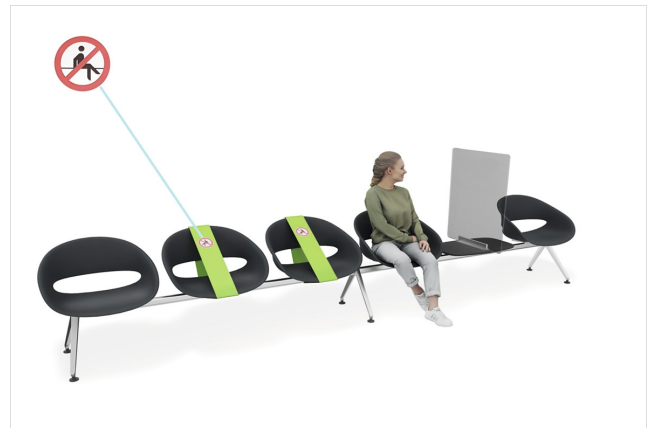
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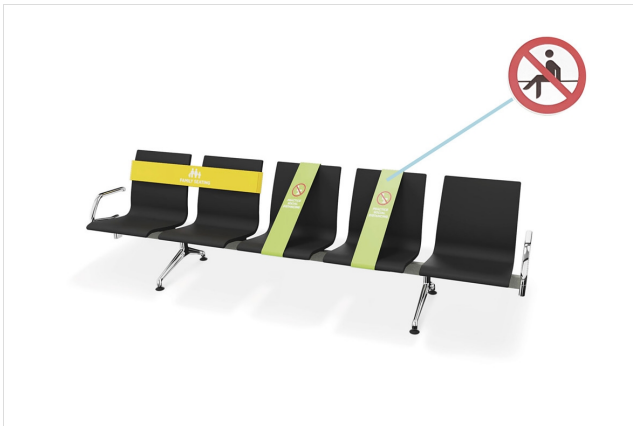
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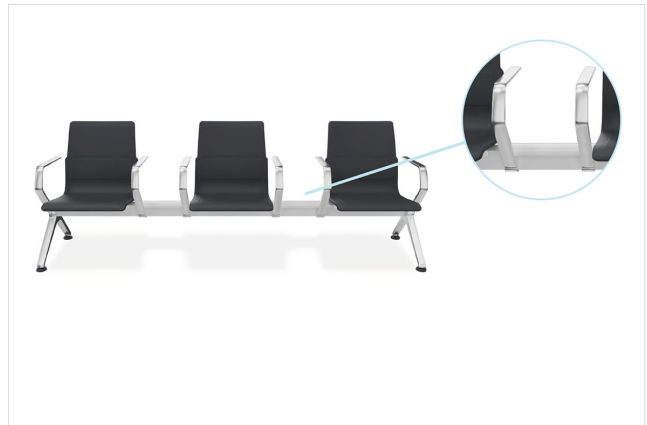
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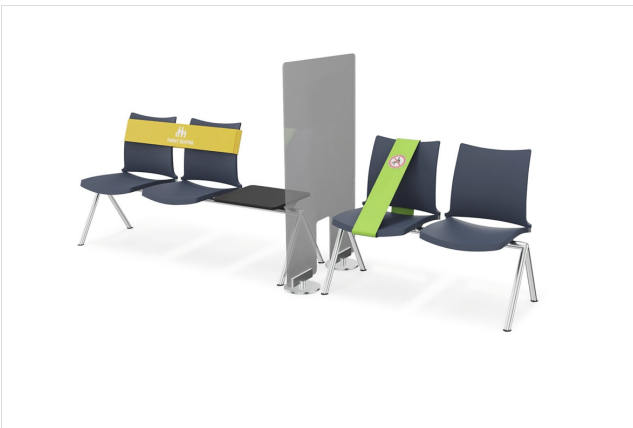
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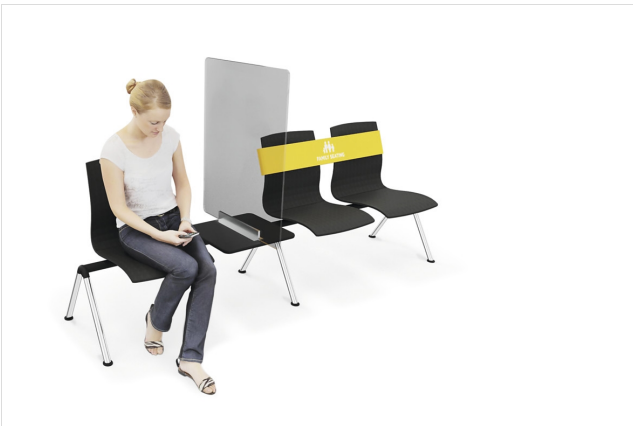
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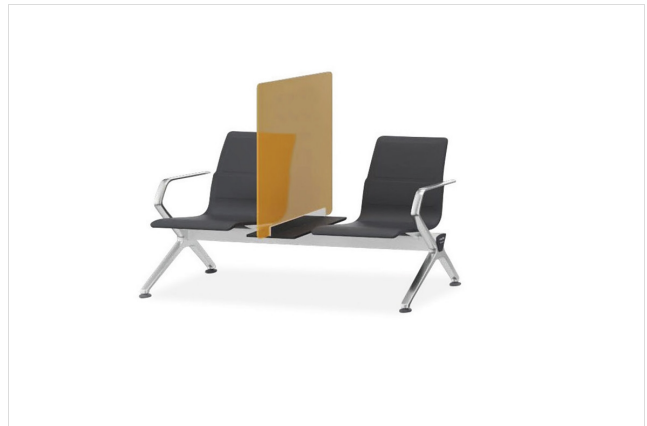
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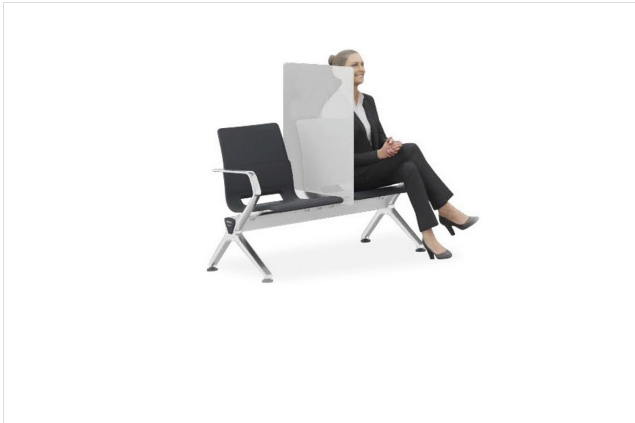
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**About Kusch+Co**

Shaping the way we sit – Kusch+Co's mission statement stands for more than 80 years of know-how in designing and producing market-oriented seating and interior design solutions as well as for their proficiency in the fields of Fire Prevention, Hygiene and Reduced Mobility.

With their renewed portfolio, Kusch+Co reacts to the changes occurring in the modern working world, to the new challenges in the healthcare sector and to the current requirements in airports and transit sites.

Kusch+Co – established in 1939 by Ernst Kusch and run as a family business in the following decades, until recently by Ricarda Kusch – became a part of the group of companies Nowy Styl, a leading European producer of comprehensive interior design solutions geared towards offices and public areas, in 1939.

Kusch+Co is a globally operating premium brand, employing in their headquarters in the Sauerland-based town of Hallenberg – the cradle of their entrepreneurial roots – approximately 250 people. Their network includes other subsidiaries and showrooms e.g. in Munich, Berlin, Paris, London, Brussels, not forgetting in the Dutch town of Culemborg.

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