

“We care” about your hygienic safety: Kusch+Co to showcase innovative solutions at MEDICA 2022

The time has come at last: after a long break caused by the pandemic, trade visitors and other interested parties can once again see Kusch+Co’s innovative solutions for themselves live at MEDICA 2022 in Düsseldorf. “We care” about your hygienic safety – is the slogan that the furnishing specialists apply, and not just for the medical sector’s largest international trade fair. Kusch+Co is focusing on hygiene, design, sustainability and the unique features of its new products at this show.

The pandemic has given rise to new requirements, for which Kusch+Co has developed pioneering solutions “to meet the altered needs of the healthcare sector and its facilities”. Kusch+Co’s new “V-Care” seating series is therefore the product highlight at its booth.



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Trade fair outlook: innovative solutions for the future

Visitors to MEDICA 2022 can look forward to a range of new products, including:

V-Care – this integral polyurethane chair combines user comfort with unique design and supreme hygienic properties. "The starting point and core element of V-Care is its seat shell. It is designed not only to be and look comfortable, but also to generate a positive, friendly atmosphere in any space. The seat shell looks as if it has been shaped by natural forces," says Justus Kolberg, the designer of V-Care. The robust, slightly curved seat shell wraps itself around the body of its occupant and thus provides optimum seating comfort.

From conference rooms to libraries, restaurants and care homes: the V-Care series is designed for a range of applications and was named a “Red Dot Design Award Winner 2022” this year. Every year, this prestigious international competition accolades outstanding achievements in the field of design and product innovation.

Creva family – the Creva family is intended to create a balance between teamwork and privacy. The aesthetic design of this furniture line dovetails with any office environment – and gives every space an exceptional, pleasant atmosphere. Consisting of Creva table, Creva soft seating and Creva stool, the product family also welcomes a new member this year: Creva wall.

Creva wall – this innovation creates a pleasant room-in-room ambiance. When combined with Creva soft seating, Creva table or Creva stool, Creva wall acts as the partition used to create function-specific environments. These customised zones provide the desired degree of privacy for relaxing, communicating, concentrating or being creative.

Genaya – this modular soft seating solution enables an infinitely wide range of versatile seating arrangements to be created. After all, the easy-to-configure modules, which are characterised by their soft contours, can be tailored exactly to the requirements of any space. Genaya is also ideal for furnishing lobbies or a wide range of different waiting areas.

Extensive expertise in all sectors

Kusch+Co provides a wide range of products and furnishing concepts involving seating and tables in modern and yet equally liveable designs for hospitals, medical practices, health centres, care and retirement homes etc. It does not matter whether such concepts involve ideal designs for laboratories, treatment rooms, patient rooms, nurses' stations, canteens, waiting areas or office facilities for doctors, clinic managers or administrative staff.

However, Kusch+Co's seating and table solutions provide much more than just outstanding seating comfort, design and functionality. In fact, they are technically sophisticated items of furniture with special properties that meet the needs of users, and therefore provide remedies in particular situations. This interiors expert has therefore added "solutions" to topical hygiene, fire prevention, bariatric seating and reduced mobility issues to its portfolio.

Kusch+Co is involved in project with TU Braunschweig and Fraunhofer IST

The "patient room of the future" was opened at the end of August 2022 on the premises of Braunschweig Municipal Hospital. This is a research project involving the Technical University of Braunschweig (TU Braunschweig) and the Fraunhofer Institute for Surface Engineering and Thin Films (Fraunhofer IST), in which Kusch+Co participated as industrial partner.

The prototype of the infection-preventative patient room of the future was previously developed as part of the KARMIN project. KARMIN is an acronym of the German words for hospital (Krankenhaus), architecture (Architektur), cleaning (Reinigung), material (Material) and infection (Infektion). As the industrial partner, Kusch+Co covers its furnishing remit through its versatile Arn chair and is able to make a meaningful contribution to the KARMIN project with the aid of its kuschmed® Hygienic Line. The outcomes of this collaborative project are continuously incorporated into the manufacturer's enhancement of existing and development of new products.

Welcome to Kusch+Co's trade fair booth

On that note, Kusch+Co is looking forward to conversations and some inspirational communication at its booth at MEDICA 2022 from

14 to 17 November 2022,

Hall 14 / Booth B55

Messe Düsseldorf GmbH, Messeplatz, 40474 Düsseldorf, Germany.

“We care” about your hygienic safety – let us shape the future together, for safety's sake.

About Kusch+Co

In keeping with its maxim of “shaping the way we sit”, Kusch+Co represents more than 80 years of accumulated know-how in the creation and manufacture of needs-focused seating and interior space solutions, which includes outstanding fire prevention, hygiene and reduced mobility expertise. High standards of design and functionality characterise its broadly based portfolio and these standards enable Kusch+Co to adapt to the specific needs of users and continuously enhance its collection. To date, Kusch+Co has acquired extensive expertise particularly in the Working, Seminar, Dining, Waiting, Travel and Care furnishing segments and has entrenched this expertise thanks to its high degree of quality awareness. Kusch+Co is a market leader in the “airport seating” segment, having furnished waiting areas at more than 260 international airports. Kusch+Co has been a member of the Nowy Styl group of companies, a leading European manufacturer of extensive furnishing solutions for offices and public spaces, since 2019. The group's solutions are showcased worldwide at 34 showrooms, including in London, Paris, Warsaw, Munich, Prague and Dubai.

Hallenberg, October 2022

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