

PRESS INFORMATION

SCHRAMM NOVELTIES 2021



SCHRAMM - Holistic Sleeping Comfort in a class of its own

Since 1923 SCHRAMM has been manufacturing high-end mattress systems, using traditional craft techniques and detailed work processes. The perfect mix of the finest components, a well-coordinated team of skilled hands and decades of experience make each SCHRAMM product an elaborated one-off design of sleeping culture. Sustainable, healthy and aesthetic: SCHRAMM continuously transmits this ambition from the past into modernity. Tuned to individual sleeping requirements. The future begins where past values are sensitively adapted, where diligence and progress combine to create innovation.

Sound sleep as a visible winner

Already in the 18th century, the German philosopher Immanuel Kant knew that „three things help to counter the trials of life: Hope, sleep and laughter“. SCHRAMM focuses on the topic of sleep. After all, sound sleep is a socially relevant topic that more and more people contend with. In today's hectic times, when consumers are driven by information overload and pressure to perform, sleep is the source of energy.

In its company mission, SCHRAMM describes sound sleep as the „cradle of a healthy life“. This is precisely what reflects its target group. Among all respondents, SCHRAMM was ascribed positive associations such as „a strong brand name“, „excellent craftsmanship“ or „a rising philosophy“. The sustainable and conscious approach of SCHRAMM proves this.

Source: BIESALSKI & COMPANY GmbH, Madelaine Mader



ORIGINS CLAIRE

So young and yet so SCHRAMM.

The new floating Claire headboard represents the symbiosis of master craftsmanship, sensitivity and focus, paired with modern design.

The traditional buttoning creates the characteristic pleats, while the lozenge shape used for Claire underlines the fine art of upholstery, instantly making this new SCHRAMM design the timeless star of the ORIGINS range.



ORIGINS COMPLETE DAYBED REMY

Relaxing and sleeping have never been so pleasurable.

Close the door on your hectic life and experience an oasis of calm with our latest creation: in the dressing room, the study or the guest room, as an additional bed in a hotel, or for a recuperative time in a holiday home – the perfect lounge for every situation, providing the uncompromising sleeping comfort for which SCHRAMM beds are renowned.

Remy is based on the tried-and-tested dual mattress system, which is created using finely detailed work processes and thus provides the familiar unique and holistic sleeping comfort. Simply remove the topper to turn the versatile Remy daybed into a guest bed. The two back cushions support comfortable seating and, in combination with the designer feet, lend this daybed its casual-modern classic look.



ORIGINS COMPLETE CLEO

Design Hanne Willmann

Our highlight from the ORIGINS COMPLETE line – designer bed Cleo.

The bed by designer Hanne Willmann, characterized with filigree feet and a soft headboard with interesting cross-stitching. The cover of Cleo is chooseable in many fabrics and colors. In addition, it is now also available in leather.



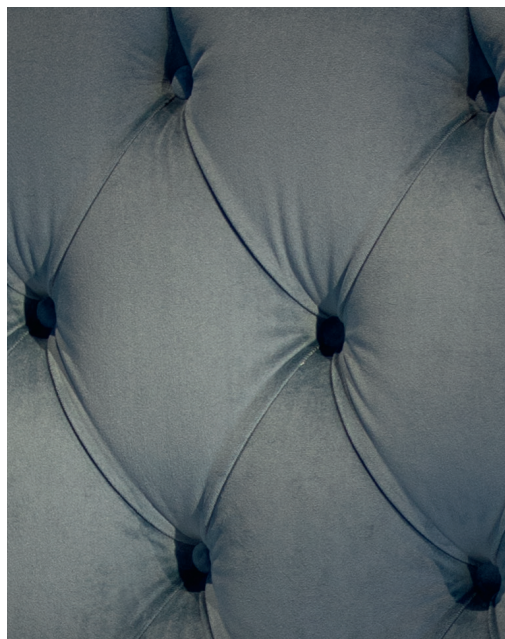


SCHRAMM FABRIC COLLECTION

As one of Germany's leading luxury brands, we deliver new inspiration for your feel-good domicile.

Created from noble components and with the highest craftsmanship Handmade in Germany, the products from the traditional manufactory are, especially haptically and visually, an experience.

Finest velour and high-quality virgin wool, finest linen mix and sophisticated woven jacquard bouclé: The new fabrics make the bed creations of the SCHRAMM collections modern and stylish. The range of colors from subtle to strong offers design possibilities for the individually composed bed - tone-in-tone with the interior or consciously contrasting.





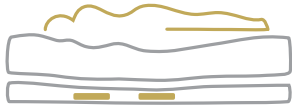
HANDMADE IN GERMANY



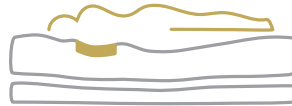
ZWEI-MATRATZEN-SYSTEM
DUAL MATTRESS SYSTEM



DREI-MATRATZEN-SYSTEM, PATENTIERT
TRIPLE MATTRESS SYSTEM, PATENTED



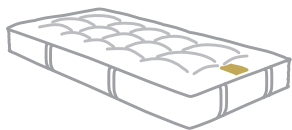
S.C.A., SEKUNDÄRE CONTOUR ANPASSUNG, PATENTIERT
S.C.A., SECONDARY CONTOUR ADAPTION, PATENTED



SCHULTERAUFNAHME, PATENTIERT
SHOULDER REST, PATENTED



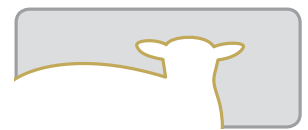
EINZIGARTIGE FEDERQUALITÄT, OFENVERGÜTET
UNIQUE SPRING QUALITY, THERMALLY FURNACE-TEMPERED



MANUFAKTUR-MATRATZEN
MANUFACTORY MATTRESSES



ÖKOLOGISCH NACHHALTIG
ECOLOGICALLY SUSTAINABLE



EXKLUSIVE MATERIALIEN
EXCLUSIVE MATERIALS



VERSTELLBARKEIT
ADJUSTABILITY



BESTES SCHLAFKLIMA
BEST SLEEP CLIMATE



TWO-IN-ONE, PATENTIERT
PATENTED



BESTE BALANCE
BEST BALANCE



HÄNDLERBERATUNG
DEALER CONSULTING



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