

## Press release

### HAELVOET AND KUSCH+CO ARE PARTNERS NOW

**1 September marked the beginning of a new cooperation between Haelvoet and the German label Kusch+Co, known for its designer-oriented seating furniture.**

Ingelmunster, 1 September 2014.

“The needs of the market have shifted towards complete furnishing concepts”, says Vincent Haelvoet, chief executive officer of Haelvoet. “That’s why we have decided to search for a professional healthcare partner. The cooperation with Kusch+Co, one of the most renowned players on the international market, now enables us to offer our customers a complete healthcare concept. We complement each other perfectly.”

This partnership is beneficial to Kusch+Co as well. Yolanda Lenaers, managing director of Kusch+Co Ltd emphasizes that Kusch is a real quality player: “We produce everything ourselves, on the principle that ‘quality is irreplaceable’. This partnership creates a surplus value for us too. We don’t produce medical relax chairs, bedside tables or beds. Thanks to this cooperation, we now have a better and stronger position in the sector of medical and technical healthcare furniture.”

The business managers of both family businesses are convinced that this promising partnership will provide a suitable answer to the growing demand for more total furnishing concepts in the world of healthcare.

Haelvoet and Kusch+Co are attending the Healthcare exhibition in Brussels (1-3 October, stand 7.3.0-7.4.0). Both the partnership and Kusch+Co’s 75th anniversary will be put in the picture with a selection of Kusch+Co products



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