

# beWise

Lectures, training courses, seminars,  
and conferences are a way of acquiring  
knowledge, broadening skills, establishing  
business relationships. beWise is at the  
heart of such events.



KUSCH+CO



# **“Quality is irreplaceable”**

– Ernst Kusch

To us, quality is the concept that translates not only into our products, their design, materials and precision we proceed with, but also into our approach. It's our motivation that propels us to constantly explore customer's needs and address them through our solutions. As a man is in the centre of our interest, we don't want to offer him just the products – we want to give him the quality, that can truly improve his work, his everyday and the environment he lives in.



**beWise.**

**Just functional,  
smart solutions.**





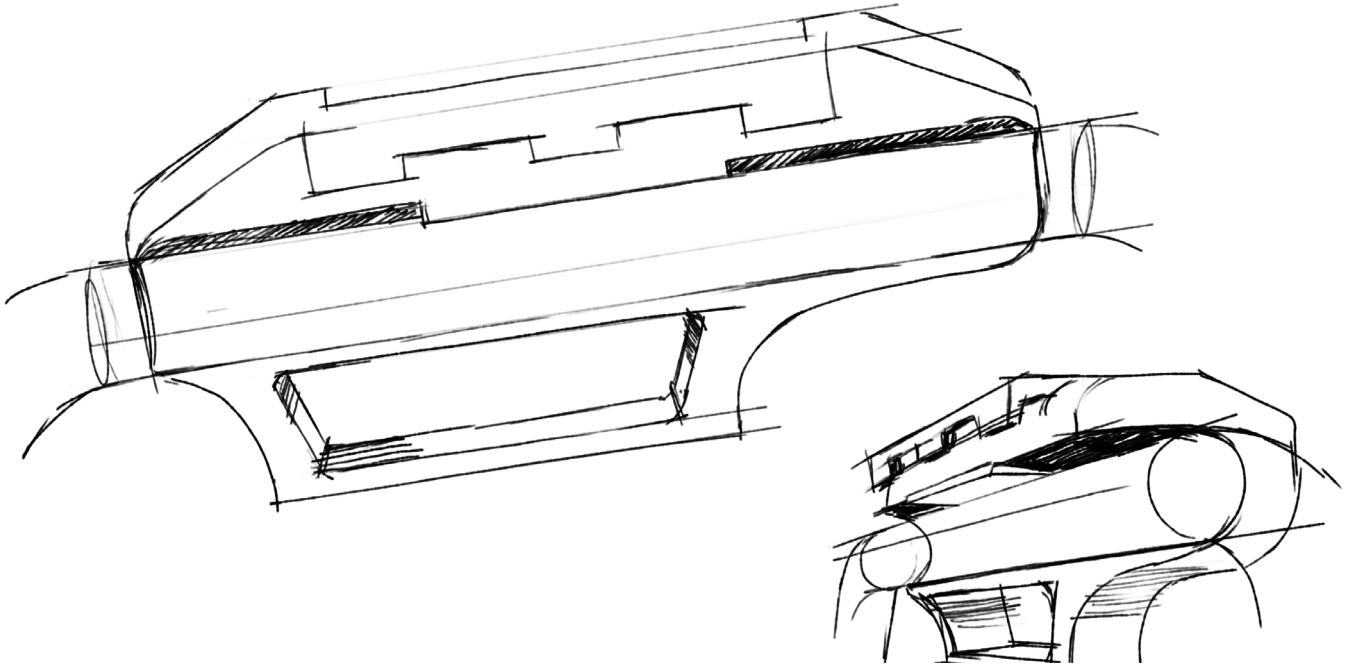
**Why beWise?**





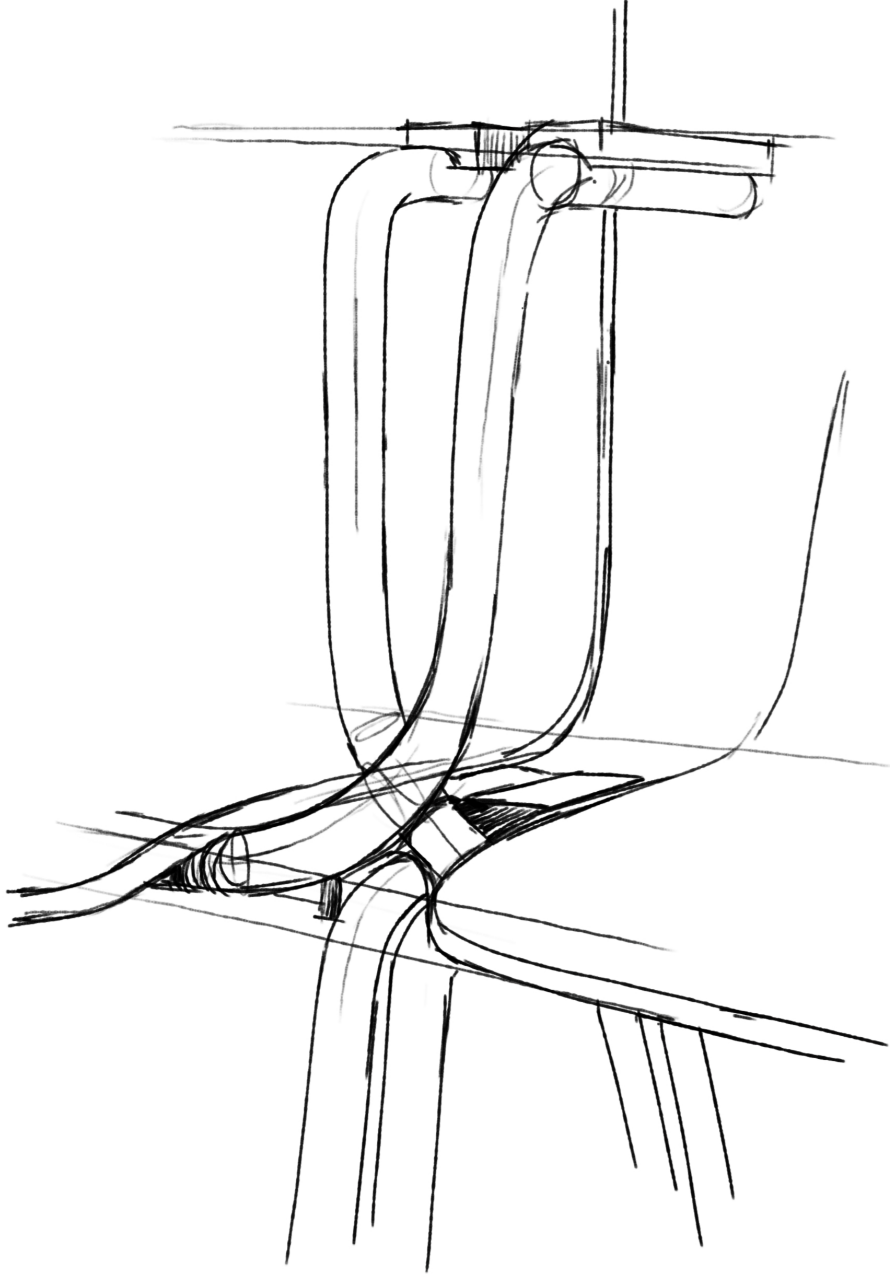
# beWise. Functionality based on our knowledge and experience.

beWise is the quintessential combination of design knowledge and experience. Defined by experts and actioned by the design team. It meets all the expectations that conference and seminar chair users have.



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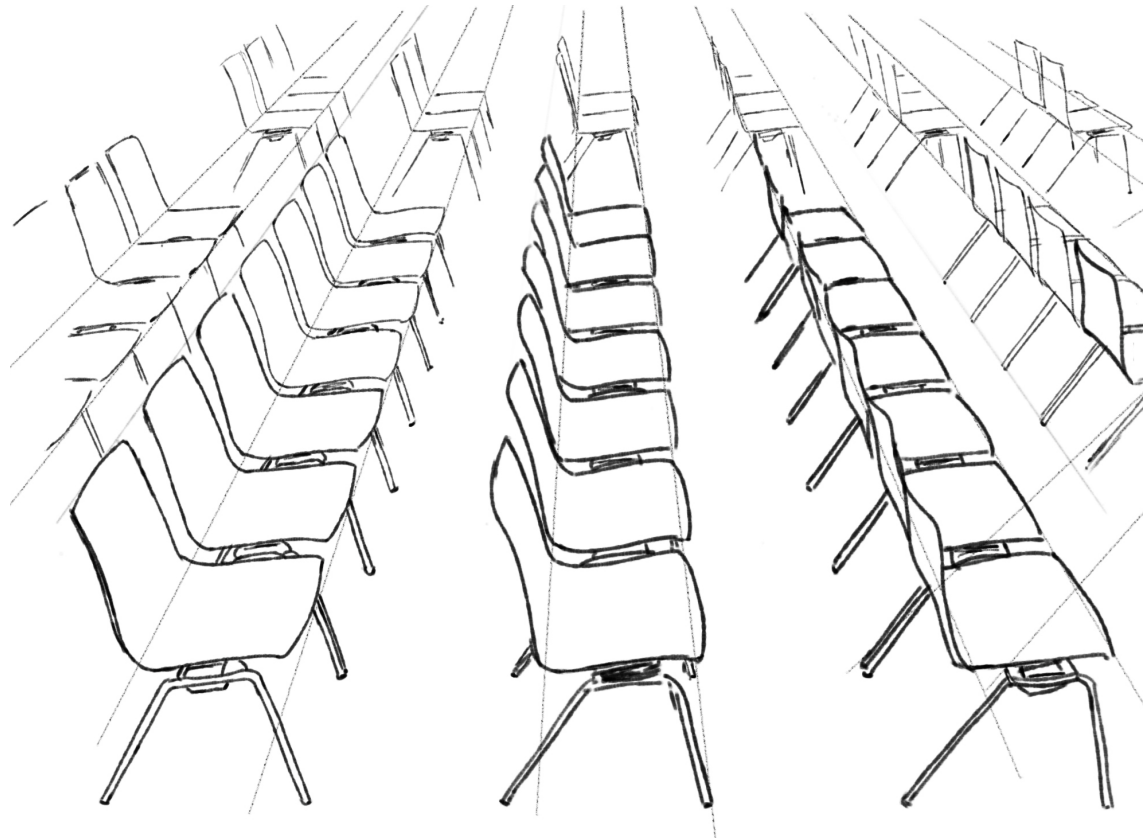
beWise is the result  
of analysis, teamwork,  
openness to others' ideas  
and the wisdom derived from  
knowledge and experience.



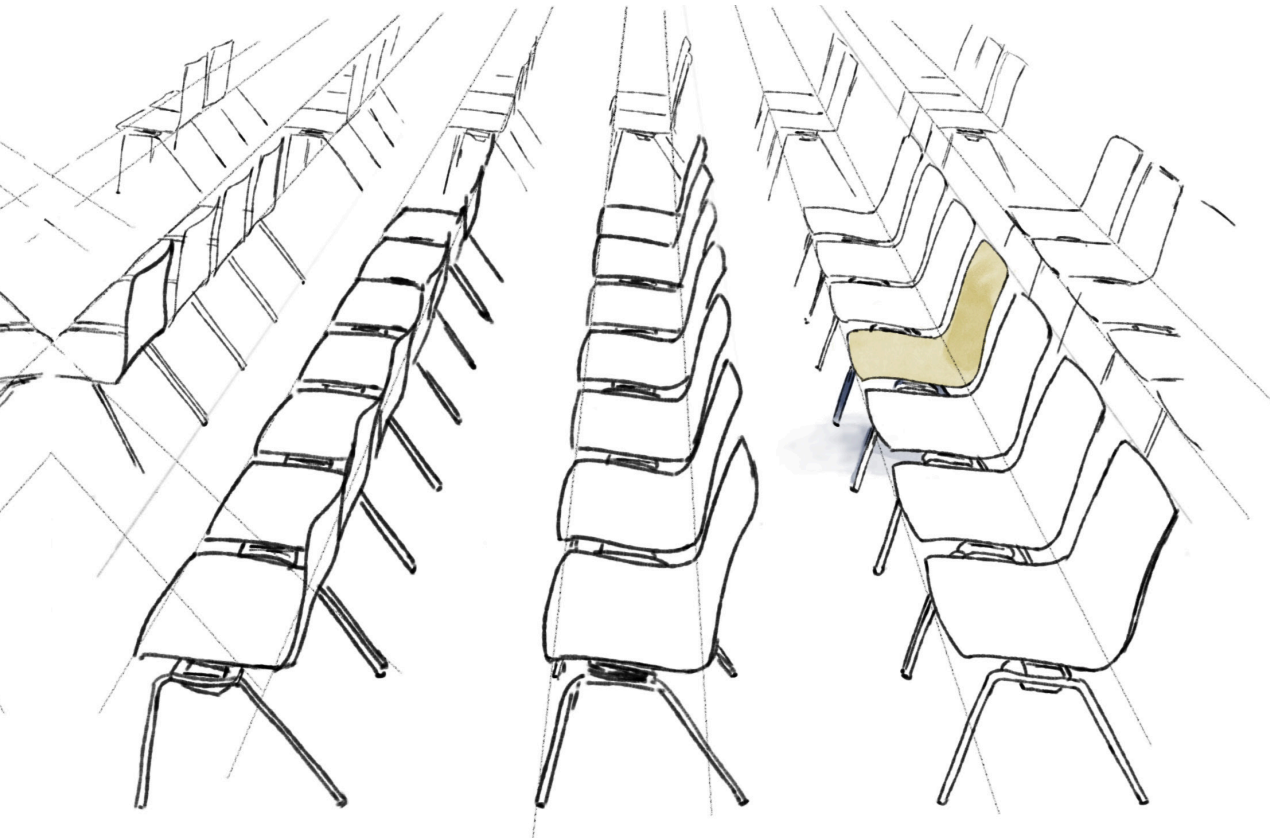
# Kusch+Co & Nowy Styl

## Design Team

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This design by the Kusch+Co & Nowy Styl Design Team is pure synergy. Combining the experience and talents of our designers and engineers. Their creative work is the result of different perspectives and styles, distinct design approaches and ways of thinking. beWise is the result of this unique collaboration.







**Be wise with beWise.**





# beWise. Maximise your potential.

We know that personal development is driven by people applying their skills and cognitive abilities, through listening, observation, conversation, consultation. We draw conclusions, we learn, we become smarter. Lectures, training courses, seminars or conferences are part of our lives.

They are a means of self-improvement, gaining knowledge, broadening our skills or establishing business relationships. beWise is at the heart of these events. It creates a variety of needs and adapts to them.

wise.  
be  
focused.

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The colour blue enhances attentiveness and inspires a sense of trust. It is associated with knowledge.



Wise.  
open-min

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Green is a calming colour, a symbol of harmony and openness to others. It promotes the establishment of trust and conversation.

ded.





The colour purple is perceived by the brain as the colour of creativity. It stimulates the part of the brain responsible for imagination and problem-solving.



**Wise.**  
creative.

Wise.  
inquisitive

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The colour orange symbolises inquisitiveness, youth, energy. It communicates a readiness to embrace innovation.









**beWise everywhere.**



Offices, hotels, conference halls, seminar rooms, lecture theatres, places of religious worship, hospital chapels, private schools, workshops, auditoriums in music schools – these are ideal locations for beWise. The wide product range enables the beWise chair to be matched to each of these spaces.

**beWise.  
Find the perfect  
place.**

Compactness, optimisation of space,  
a rapid space reconfiguration option,  
footprint management within a specific  
space are just some of the many  
advantages of this chair.

beWise.

**In the office or conference room.**





beWise. In the seminar room.

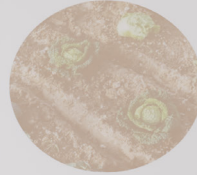
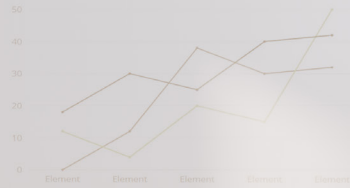






## 02/ Reduce waste

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beWise.

**At the university or school.**

beWise. **At the hotel or canteen.**









**beWise.**  
**Just functional, smart solutions.**

# beWise. Experience them all.

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## Wise connections

beWise connects in rows without the use of any tools. This also applies to attaching writing tablets. beWise enables different models to be combined within a row.

Chairs with armrests can alternate with those without armrests, or with or without a writing tablet. This does not affect the length of the rows. Regardless of the chair model in each row, row lengths are always the same.





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# Wise options

## **Seat numbering**

Magnetic seat numbering fitted to dedicated positions on chair backrests without using any tools. The set includes a reusable box for storing the numbering. A magnetic pen is used to remove seat numbers from chair backs. This will make any reconfiguration of seating arrangements quicker.

## **Row numbering**

Metal row numbering powder coated in black, fitted to a multifunctional plastic detail in the chair frame. The set includes a reusable box for storing the numbering.

# Wise accessories

## **Writing tablet**

The writing tablet for the beWise chair is foldable and has an anti-panic function. Available for both right- and left-handed users. It can be fitted to chairs with or without armrests, free-standing or joined in rows.

## **Row separator**

Allows the distance between rows to be established and maintained equally.

## **Clamps**

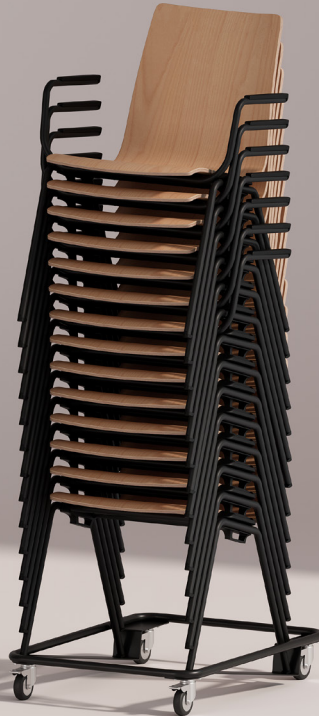
For connecting front and back legs. Provides additional stability for chairs joined in rows, in accordance with EN14703.





UP TO

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UNITS

Functional stackable design.



# Wise storage

## **Stacking**

The beWise has been designed so that when stacking, the frame does not rub against the frame or the shell of the chair below. Everything rests on a connector. This prevents the chairs from being damaged. The beWise chair can be stacked up to 14 units. Any model can be stacked. However, the chair with writing tablet cannot be stacked.

## **Cart**

Used for both storing and transporting chairs. Equipped with castors with a diameter of 75 mm, front castors with brakes. Carts are stackable up to 3 units.



# Standards and Specials



Testing to the following standards will enable the GS mark to be issued by the TÜV certification body:

- EN 16139 (in progress)
- EN 14703 (in progress)
- DIN 66878 (in progress)
- AfPS GS 2019:01 PAK (in progress)

Flame-retardant classification in accordance with DIN 66084 P-a for the plywood shell and selected upholstery systems (i.e. flame-retardant foam with flame-retardant fabric and selected upholstery).



The product meets the requirements of FSC®(FSC-C155352).

Look for FSC® certified products.

The Forest Stewardship Council®(FSC®) is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders.





beWise chair on four metal legs, plywood shell, with or without armrests

Upholstered seat pad options



beWise frame chair 4L W  
H: 835mm  
W: 535mm  
D: 560mm



beWise frame chair 4LA W  
H: 835mm  
W: 590mm  
D: 560mm



beWise frame chair 4L W  
with seat pad option  
H: 835mm  
W: 535mm  
D: 560mm



beWise frame chair 4LA W  
with seat pad option  
H: 835mm  
W: 590mm  
D: 560mm

Upholstered backrest pad options



beWise frame chair 4L W  
with seat and backrest pad option  
H: 835mm  
W: 535mm  
D: 560mm



beWise frame chair 4LA W  
with seat and backrest pad option  
H: 835mm  
W: 590mm  
D: 560mm



beWise frame chair 4L W  
with seat and backrest  
pad option (one element)  
H: 835mm  
W: 535mm  
D: 560mm



beWise frame chair 4LA W  
with seat and backrest  
pad option (one element)  
H: 835mm  
W: 590mm  
D: 560mm

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beWise chair on four metal legs, fully upholstered, with or without armrests



beWise frame chair 4L UPH  
H: 840mm  
W: 535mm  
D: 565mm



beWise frame chair 4LA UPH  
H: 840mm  
W: 590mm  
D: 565mm

Accessories



- 1. Seat numbering
- 2. Row numbering

- 3. Row separator
- 4. Row connection clamp

- 5. Writing tablet
- 6. Cart









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