

## **New Store Design for German Health Care Supply Store Mitschke**

We focus on people– this is not only the claim of the health care supply store, but also the leitmotiv for the new interior design by kplus konzept. The store of the Westphalian family-owned company was reopened in March 2017.

### **Make yourself at home**

Treat physical restraints as quickly as possible and best in a homely atmosphere – that is what everyone wishes. And so we developed a store design that welcomes the customer in this specialist shop just like at home – and not in a clinical atmosphere.

Warm colours and materials, cosy and homely lighting and furniture, fresh eye-catchers like the bright green window in the seating area with courtyard character: best conditions for a relaxed shopping!

The shelf rack of the living room gave us inspiration for the presentation of the goods. Fitted with blue moulding like a picture frame, it allows a generous and due product staging throughout the store – just like the wooden pedestals with the flagship products. And in the cosy light of the hanging lamps, comfortably sitting down at the wooden table on fabric-covered stools, the consultation about the important therapeutic questions is becoming much more relaxed.

### **Everything to measure**

Whether an orthosis or support stocking – they must be precision fit, which is why the modern, service-oriented health care supply store offers 3D foot and body scanners. The delicate craftsmanship reflect expressively our specially designed graphics, which decorate the walls in salon suspension and create a feeling quite like at home. By the way, we did not hide the high-tech equipment but integrated it in a transparent way into the design, the foot scanner section as well as the 3D leg measurement room, which illuminates LED and is even visible from the street.

Living and selling - a connected concept that is warm, inspiring, modular and flexible, with maximum use of the surfaces and a premium character.

### **Your press contact**

kplus konzept GmbH  
communication | interior | design  
Susanne Weller  
Head of PR  
Stoffeler Straße 14  
40227 Düsseldorf/Germany  
Tel. +49 (0) 211 69501850  
Email: [weller@kplus-konzept.de](mailto:weller@kplus-konzept.de)  
Web: [www.kplus-konzept.de](http://www.kplus-konzept.de)

### **About kplus konzept:**

Unmistakable store designs, multi-sensory brand presentations, pioneering worlds of experience for shopping centres, exciting communication concepts - these are some of the strengths of kplus konzept. Leading mall operators, brands, and stores such as Unibail-Rodamco, Decathlon, Tayler or Santander Bank are customers of the company founded in Dusseldorf in 2005 and headed by interior designer Bettina Kratz and communication designer and photographer Markus Kratz. Our team of 20 employees includes interior designers, communication, 3D, gaming, web and product designers, photographers and writers. The perfect prerequisites for a complete brand experience from one single source.

### **About Mitschke Sanitätshaus**

Mitschke Sanitätshaus GmbH, headquartered in Gütersloh, has been successfully operating as a healthcare provider in the areas of orthopaedic technology, rehabilitation technology, home care and healthcare supply retailer for more than 30 years. The company supplies patients of all ages from children to the elderly in case of illness with medical aids. The company with more than 150 employees is, with five branches, one of the leading healthcare supply retailer in East Westphalia.

### **Interior design concept and implementation:**

kplus konzept GmbH, Stoffeler Str. 14, 40227 Düsseldorf, Germany

**Photos:** kratz photographie, Piniestraße 2, 40233 Düsseldorf, Germany

**Address of new branch:** Mitschke Sanitätshaus Ravensberger Str. 12, 33775 Versmold, Germany

**We are always glad to receive a copy and/or notification of any publication that incorporates information provided by kplus konzept.**

**The acknowledgement of the photo credit "kratz photographie" is binding for the free publication of any of the images!**