



Dänisches Bettenlager opens at Schultheiss Quartier

Berlin, 23 October 2018- The furnishing company DÄNISCHES BETTENLAGER is moving into the new Schultheiss Quartier in Berlin-Mitte (Turmstraße 14, 10551 Berlin), which HGHI Holding recently opened.

"With the opening in the Schultheiss Quartier, we are not only present in the heart of the capital, but also in a historic ambience. Where beer used to be brewed, our customers can now look forward to a wide range of products and services relating to sleeping and living," says Ole N. Nielsen, Managing Director of DÄNISCHES BETTENLAGER. The opening is planned for the beginning of 2019.

The company, which belongs to the Danish Jysk Group, presents a range of over 4,000 articles with attractive offers and individual specialist advice on a retail area of 298 square metres. The branch team, which specialises in ergonomics, guides customers through the diverse product world of sleep systems and the associated trends. In addition, customers can expect stylish home furniture and the latest decoration ideas for a homely home.

With 957 stores throughout Germany at present, the bed and furnishing specialty store is thus implementing its so-called City concept, which is aimed at new expansion opportunities in prime City locations and highly frequented Center locations.

"Demographic change and growing cities are also changing the way we live. We are doing justice to this with the opening of the Schultheiss Quartier, which also enables us to reach new target groups," emphasises Nielsen. The City concept, for example, includes a range bar equipped with modern LED technology with holders for iPads, which customers can use to inform themselves about the company's product diversity. Customers can also order special sizes and custom-made products.

Further information about the DANISCHE BETTENLAGER can be found at www.daenischesbettenlager.de

Visitors can expect a varied mix of offers there. In addition to Dänisches Bettenlager, other tenants include Kaufland, H&M, Olymp & Hades, MediaMarkt, Deichmann, New Yorker, Fast Forward, dm Drogeriemarkt, Hertha BSC, Thalia Buchhandlung, TEDi Intersport, Lindner Feinkost, Woolworth and the Berlin coffee roastery.



The opening hours of the Schultheiss Quartier are Monday to Saturday from 10 am to 8 pm (Kaufland from 7 am to 10 pm) and on Sundays from 1 pm to 6 pm.

The Schultheiss Quartier is only two kilometres away from Berlin's main railway station and is optimally connected to the local public transport system by numerous bus and underground lines:

Subway U9: Station Turmstraße

Bus: M27, TXL, 101, 123, 187

Further information can be found at www.schultheissquartier.de or follow us on Instagram (@schultheiss_quartier), Facebook (@SchultheissQuartier) and Twitter (@SchultheissQ).

About HGHI Holding GmbH

HGHI Holding GmbH is one of Berlin's leading real estate project developers, investors and builders. The owner-managed company was founded in 2007 and has always stood for the professional support of commercial and industrial customers. Efficient management at the highest level as well as the planning, design and realisation of great property visions. In the meantime, the real estate specialists can look back on a wealth of international experience that has already reached more than 750,000 sqm of successfully marketed retail, office and residential space. Among the largest and best-known projects HGHI has the Mall of Berlin at Leipziger Platz 12, which is home to around 300 shops on 76,000 sqm of retail space. Further information can be found at www.hghi.de.

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MALL OF BERLIN



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