



# bekind.

Furniture with a conscious mindset.



# bekind. is more than a furniture brand. It's a conscious mindset.

Initiating change takes the right mindset. **bekind.** is our guiding principle towards nature, society, our employees, suppliers and the people using our furniture – big and small ones.

This conscious mindset makes us build furniture for generations – creating a sustainable world of furniture – free from a throw-away mentality, because earth conscious lifestyle starts at home – with small things.







# Designed by dads. Fair production – made to last.

**bekind.** combines timeless design, renewable materials and German craftsmanship. Local FSC-labelled solid wood<sup>1</sup> and linoleum<sup>2</sup> are transformed in Cologne into stable, functional pieces of furniture.

Our furniture is ingeniously designed, versatile and built to last. It suits children's rooms and can change its purpose as they grow up and might eventually leave the playroom to be used elsewhere in your home. It lasts a lifetime without any waste of valuable resources. Short distribution channels allow us to offer our fair produced furniture at fair prices.

<sup>1</sup> two different models are available – pine wood from the 'Sauerland' region or oak wood from the 'Spessart' region in Germany

<sup>2</sup> Linoleum is entirely made of natural materials such as linseed oil, tree gum, wood flour, limestone and natural pigments



An abstract geometric composition featuring light blue and white shapes, possibly architectural elements or furniture, framed by wooden structures. The scene is captured in a close-up, low-angle perspective, creating a sense of depth and scale. The wooden frames are made of light-colored wood with visible grain patterns. The blue surfaces are smooth and have a slight gradient. The white shapes are circular and rectangular, adding to the geometric aesthetic.

**big and small.**



# bekind. EINS

...is more than a chair for children,  
a stool for adults, a coffee table ...  
It's the piece of furniture you want it to be.



# bekind. ZWEI

...is more than a bench for children, seating for adults,  
a children's desk or a coffee table...  
It just is what you need it to be right now.







# Versatile – and therefore built to last.

Just by turning it around a stool becomes a dollhouse or a garage for toy cars, a desk becomes a bench and a drawing corner a coffee table. Our furniture is as versatile as your imagination. It adapts to all possible kinds of locations such as children's rooms, kindergartens, playing corners in your living room, waiting rooms – the more ideas you have the more versatile our **bekind.** furniture becomes.

**Young or old. **bekind.** changes the world of furniture.  
For everybody. With a conscious mindset.**



Watch our story



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Let's show them a new  
world of furniture.