Press Kit Text

This document contains the full text from the Schengen Simple Press Kit PDF, formatted for easy copy and paste.

You’ll find the following sections below: **About**, **What Makes Schengen Simple Different**, and **Contact**.

Our press kit folder includes separate, easy-to-copy Word documents for press releases and detailed descriptions of the app’s screens and functionality.

About Schengen Simple

Schengen Simple was founded in 2022 after software developer and digital nomad George Cremer became frustrated with the limitations of his own complex travel spreadsheet—and the lack of accurate tools available to track the EU’s 90/180-day rule. Most calculators rely on oversimplified logic, fail to account for future trips, and ultimately put users at risk of overstaying.

Like many Brits post-Brexit, George found himself subject to the strict Schengen stay limit. Determined to create a better solution, he built Schengen Simple: a predictive, user-friendly app that analyses both past travel and future plans to show exactly how long users can stay without breaking the rules. The app now helps thousands of travellers confidently plan their time in the Schengen Area—without spreadsheets, stress, or guesswork.

“I built the tool I needed,” says Cremer. “Most apps just tell you if you've overstayed. I wanted something that could fully maximise my 90/180 allowance and protect my future plans.”

George now lives in France with his wife and co-founder, software developer Lucy Zidour, and their young family.

Together with the Schengen Simple team, they continue to expand the app’s features and maintain its position as the essential travel tool for digital nomads, second-home owners, freelancers, and frequent visitors to Europe.

How Schengen Simple is different

At first glance, the Schengen Area’s 90/180-day rule appears straightforward: travellers can stay for up to 90 days within any rolling 180-day period. However, the rolling nature of the rule introduces significant complexity, especially when future trips are planned.

Most Schengen calculators simply count backwards 180 days from a proposed date of entry to tally days spent in the Schengen Area. This reactive approach only tells you if you’ve already overstayed, much like what a border official might check on arrival.

It cannot tell you when you will overstay, meaning it’s not predictive. This can lead to overestimating your allowance, putting you at risk of unintentional overstays, fines, or entry bans.

Schengen Simple’s predictive algorithm is different. It analyses your entire travel history and future plans, calculating the maximum number of days you could stay if entering on any given date, while ensuring you can still take all your upcoming trips safely.

For example, if you’ve pre-booked a future holiday, Schengen Simple "protects" that trip by automatically adjusting your current allowance to avoid any conflict.

You’ll always know exactly how long you can stay without compromising your plans or risking non-compliance.

Contact

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