

Welcome to a new dimension of wellness

**STARPOOL**

wellness concept





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*In a world that spins fast, we create  
Wellness oases where time slows down.  
Areas and contexts dedicated to beauty,  
health and self-care. Places where body  
and mind regain harmony and vigour.  
Because making people feel better is all  
we want.*



# *Our Vision*

We work to improve people's quality of life through the harmonic development of body and mind. We want to meet the need to feel good and fit through an offer of excellence, to provide authentic well-being. We believe in the possibility to make it a more accessible and sustainable daily achievement.



# *Our Mission*

We take care of people's mental and physical well-being through products, services, method, training and assistance. We base our work on the respect and promotion of tradition, on innovation, on scientific approach, on the value of competence and expertise. We cultivate a passion for quality materials, beauty of shapes and tailor-made details.





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# *A journey into Starpool*



# *Val di Fiemme*

## Our territory

In the foothills of the Dolomites, the wonderful Fiemme Valley is the inspiration for our every-day work. This territory is a treasure chest of traditional knowledge and distinctive skills with specific meanings, a source we draw from to give value to our Made in Italy. Wood and the quality of raw materials combined with innovation give shape to our wellness solutions.



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# *Casa Starpool*

## Welcoming and sharing

Our headquarters in Ziano di Fiemme are made of people-oriented spaces, where function is connected to the harmony of shapes, designed to promote the sharing of ideas and wellness experiences. An actual competence center with offices, production departments, a Training Center, a Show Room and a Corporate Spa. It's here that every day we share our ideas and create wellness solutions to promote a better quality of life for people.







# *People*

## Wellness begins with us

Companies are made of people, and the human component is crucial to us. We feel in charge of our employees' well-being. We provide wellness spaces and programs to promote a healthy lifestyle. We invest on the health of all of our colleagues because we believe that it favors greater awareness on self-care and encourages a proactive approach to the kind of wellness we want to offer to our clients.



# *Innovation*

## Up to speed

It is in our Research&Development department that, every day, we design and evaluate innovative wellness solutions. All the products and industrial design patents are created here. A team of engineers, designers and programmers share physical and virtual spaces to pool thoughts and ideas, to meet the needs of the market that is increasingly sensitive to the issue of health. It is right here that some of the most exclusive products that have set wellness and design trends have been developed.





# *Scientific Research*

## Knowledge for innovation

We rely on scientific research to understand how to make the most of our products, for wellness, health and self-care. In fact, science proves that people reach psycho-physical benefits through wellness programs implemented using specific methods. Our number one goal is to meet the need for a better quality of life, and science is our ally.





# *Sustainability*

## Design, Environment, Territory

«Be Green» is our daily commitment for the realization of sustainable projects and engages the whole company. We study the best combination of products for each one of our clients according to their goals, ensuring the optimization of space and economic resources, as well as energy efficiency. We have a strong respect for the environment and use local raw materials from our territory. It is exactly this sustainable way of designing that allows us to provide complete and effective well-being and contribute to a better quality of life.





# *Technology*

## Always at the forefront

We use technology and apply it to the Wellness sector to develop more and more performing products and systems. We have designed a range of software solutions for automation, predictive control and energy efficiency in our spas. By putting technological innovation at the service of people's well-being, we were able to develop cutting-edge products for the world of spas, health and prevention, and self-care.



# We value numbers

These numbers are the result of the deep commitment that we put in every task. Through these data, we want to share every piece of our evolution with employees, clients and stakeholders.

105  Co-workers


4  Foreign branches

31  Distributors

79  Countries

+4000  spas

+1000  products in a year

14  Patents & Design



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*We bring wellness  
everywhere*



It is the starting point of every wellness program. It causes a temperature rise in the body temperature, favoring a healthy perspiration.

## *Heat*

It is fundamental to rebalance the body temperature and the organ function after the exposure to heat.

## *Water*

It is the state in which the body experiences relaxation and psycho-physical regeneration, the perfect conclusion of every wellness program.

## *Rest*

# *Back to the origins of Wellness*

We create wellness solutions to offer people authentic benefits and favor the balance between body and mind. We started this evolution from the cultural heritage of spa traditions and reinterpreting them in a modern key through a measured alternation of the three fundamental elements: heat, water and rest, the formula that summarizes the essence of Starpool projects for the spa.



# *Wellness evolution*

The formula is the starting point that, over time, has allowed us to expand on how wellness has acquired different aspects and has now become a fundamental part of people's life. A kaleidoscope of elements that combine and influence every aspect of our life: health and beauty, physical shape, attitude to well-being, mental wellness. We have met these needs with innovative solutions of wellness, health and beauty, that allow us to support our clients as all-round Wellness Partner.





### *Consulting*

A team of professionals to support clients and offer them the best solution in terms of design, function and sustainability, ensuring a project that aims at complete satisfaction.

### *Engineering*

Careful monitoring and high-level quality are ensured in the entire production process. Technical, constructive and mechanical supervision during each phase of the project.

### *Training*

Training courses for wellness professionals to share our best management methods and the protocols of use developed relying on scientific research.

### *Technical support*

Round-the-clock, highly-qualified technical support to solve problems and malfunctions in the shortest possible time and remotely too.

### *Methods of use*

Specific methods of use for every wellness program, revolving around people and their health. This is how we ensure maximum effectiveness for every Wellness experience.

## *Tailored Wellness*

We create wellness projects and solutions for private and business use, unique and tailor-made spaces that meet every need in terms of space, design and well-being with over 20.000 possible configurations. We offer our experience with services of project consultancy, engineering, training courses, assistance, predictive control and scientifically-tested methods of use.



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# *Private*

## Wellness as a daily habit

We design innovative solutions that meet the need to take care of oneself as a good daily habit. Customizable products characterized by exclusive design that fulfill the desire of those who want to live a Wellness experience in the privacy of their home, even in few square meters.



# *Business*

## Wellness at the service of business

Professional, innovative, technological wellness spaces, designed in a sustainable way, offering the final clients all the beneficial effects of a Wellness experience.

Products and methods that ensure high performance, as well as fast and effective psycho-physical regeneration.

We work alongside companies and operators of the hospitality, health, sport, beauty and self-care sectors, so that each business may have an actual, complete level of satisfaction lasting over time.

HOSPITALITY

CORPORATE

PROFESSIONAL SPORT

HEALTHCARE

FIT & GYM

DAY SPA & BEAUTY



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# *Our Wellness offer*



*Finnish  
sauna*

*Soft  
sauna*

*Infrared  
therapy*

*Steam  
room*

*Mediterranean  
bath*

*Experience  
shower*

*Reaction  
therapy*

*Kneipp  
therapy*

*Pool*

*Relax*

*Beauty  
care*

*Health  
innovation*



# *Finnish sauna*

Version: Finnish Sauna Signature

Location: Almwelness Hotel Pierer\*\*\*\*, Fladnitz

Country: Italy

Year: 2019





# *Soft sauna*

Version: Soft Sauna Signature

Location: Brunelle Seiser Alm Lodge, Alpe di Siusi

Country: Italy

Year: 2020





# *Infrared therapy*

Version: Sweet Sauna Smart Infrared  
Location: Hockey Club Foxes, Bolzano  
Country: Italy  
Year: 2021





# *Steam room*

Version: Glamour Steam Pro  
Location: Hotel Niblea, Ortisei  
Country: Italy  
Year: 2020





# *Mediterranean bath*

Version: Sweet Mediterranean Pro

Location: Virgin Active, Milano Città Studi

Country: Italy

Year: 2012





# *Reaction therapy*

Version: Ice Fall

Location: La Roccia Wellness Hotel, Cavalese

Country: Italy

Year: 2019





# *Kneipp therapy*

Version: Water Paradise

Location: SchlossHotel | Active & CBD Spa Hotel, Zermatt

Country: Switzerland

Year: 2020





# *Pool*

Version: Outdoor Pool

Location: Hotel EALA, Limone sul Garda

Country: Italy

Year: 2021





# *Relax*

Version: Daybed - Salt Wall

Location: SchlossHotel | Active & CBD Spa Hotel, Zermatt

Country: Switzerland

Year: 2020





# Beauty care

Version: Nuvola

Location: Luch De Costa Mountain Apartments, Colfosco

Country: Italy

Year: 2020





# *Health innovation*

Version: Zerobody

Location: Aquila Basket, Trento

Country: Italy

Year: 2019





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