



***STARPOOL ENTERS PALACE MERANO:
AN INNOVATIVE SPRING AT THE MEDICAL SPA ON THE ALPS***



Dry float therapy, cryotherapy, and a new spa to discover right at the core of the mountains: Palace Merano, the first Medical Spa in Italy, which developed the Revital® method over twenty years ago, relied on the consulting services of the Fiemme company to renovate its proposals.

With its most innovative technologies, Starpool contributes to the renovation of the globally known Medical Spa, destination of star system and sport champions.

Merano, 22nd April 2025 – A deeply Hapsburg soul, neoclassical style, with white marbles and fine stuccoes in a framework of lush blooming gardens and – despite the Alps – a pleasant Mediterranean climate. Palace Merano, the first Italian Medical Spa, which designed the Revital® method over 20 years ago, opens this season in name of renovation. The latest news of the regeneration program offered by Palace Merano consists of the most innovative solutions by Starpool, excellence of the Fiemme Valley developing solutions for people's psycho-physical well-being for 50 years. A perfect union between the **Starpool Method, validated by scientific research and based on the alternation between heat, water and rest and the Revital® method, developed by the South-Tyrol centre, combining functional, allopathic and energy medicine aimed at prevention with the principle of traditional Chinese medicine.**

Palace Merano, the only Italian facility awarded with the “Master MOT” by Consé Nast Traveller at the Wellness & Spa Awards 2025 and recognised by The Luxury Spa Edit as “Best Global Spa Hotel”, establishes itself as an international reference for those who want to enjoy a high-quality holistic and medical experience. Among the new features, the Starpool products dedicated to physical and mental regeneration stand out: a renovated social spa, a women's only spa area and a Recovery Lab with Zerobody Dry Float and Zerobody Cryo, representing the technological innovation in service of regenerative well-being. Palace Merano is a centre of excellence for well-being and health, completing the renowned Revital centre with a cutting-edge spa, a highly specialised medical area and a new space dedicated to sports. The recently renovated spa offers bespoke treatments carried out with advanced technologies and natural products, as well as a wide range of services, such as outdoor and indoor pools, saunas, hammams, a fitness area overlooking the park and activities with a personal trainer. The medical centre hosts a multidisciplinary medical team and offers complete check-ups, natural therapies and advanced beauty treatments with a composite approach aiming at prevention. With the reopening in 2025, Palace Merano introduced the Sport Recovery Lab – an innovative area designed for athletes and post-injury recovery, thus enhancing the offer oriented towards people's overall well-being.

“The partnership with Starpool is a step further in the evolution of Palace Merano. We've chosen to rely on an Italian partner who, like us, combines technology and wellness with a profound attention towards territory and sustainability.” – **Explains Stefano Plotegher, CEO of Palace Merano** – “Starpool shares our vision: innovating while respecting tradition and creating experiences that really revolve around individuals. It is a natural encounter between two realities that have made excellence their stepping stone”.

Thanks to the approach of the Starpool designers together with the architectural firm Cipiuelle Architecture & Interior Design, each product was selected to merge seamlessly with the vision of Palace Merano. Care for details, sustainability and technological innovation are

the pillars of a partnership that aims to offer the experience of the most authentic wellness every day.

“The new project for the spa area is inspired by the concepts of natural well-being and of the integration between man and the surrounding nature.

*The design has the goal of creating an environment that favours relaxation and reconnection with nature, by taking advantage of the harmony materials and colours. The saunas and steam bath were designed to offer an experience of purification and deep relaxation, where the environment is perceived as a regenerating shelter”. **This is what the architects at Cipiuelle Architecture & Interior Design say.***

THE STARPOOL PRODUCTS AT PALACE MERANO:

*Inside the exclusive wellness oasis, the first wet area welcomes the guests in a refined and sophisticated environment designed to offer an experience of pure relaxation. Here, the Starpool products blend harmoniously, creating perfect balance between innovation and well-being. The Finnish sauna and the soft sauna of the **Classic Collection** together with the Mediterranean Bath and the steam bath of the **Sweet Collection by Starpool** combine aesthetics and function, resulting in a unique sensory experience.*

Classic Soft Sauna, with its cladding in Toulipier Thermowood characterised by a distinctive dark colour, creates a warm and embracing atmosphere. The protection cladding in Ecostone Bronze and the dimmable LED lighting installed under the bench add a touch of elegance and function. The Finnish sauna of contemporary design stands out because of its elegant surfaces in dark wood and bronzed details. Inside it, you can enjoy the Aufguss experience – the ancient nordic ritual that involves all the senses and is winning more and more enthusiasts even in Italy. The **Sweet Steam Pro** steam bath in Ecostone Bronze enhances the sensory experience through design and technology: the body lets go in a regenerating cloud, while the environment – clad in single bronze gres porcelain slabs - conveys a sensation of solidity and harmony.

Sweet Mediterranean Pro in Ecostone Bronze is a reinterpretation of the Roman laconicum in its most evocative form. Here, guests can relax while the walls in porcelain gres radiate deep heat. A multi-sensory choreography transforms the environment every five minutes: the light turns red, the water dispenser on the oven is activated and a lavender mist is released when the water comes in contact with the hot stones, generating a perfumed cloud that brings regeneration and relaxation.

After the steam bath, the wellness experience continues according to the Starpool Method, a system based on the alternation of fundamental elements: **heat, water and rest**. The Shower One follows, with its wide jet of cold water, the **Cold Rain** technology with green light and lemon aroma, the sprayed **Cold Breeze** with blue light and ice mint fragrance, up until the intense combination of the **Cold Blade** technology for a burst of energy and the **Cold Storm**, with plays of lights and regenerating mountain pine fragrance.

The second wet area is an exclusive space reserved to guests, where wellness is transformed in a more intimate and elegant experience and where the Sweet Collection products blend harmoniously in the surrounding environment. The **Sweet Steam Pro** steam bath with its surfaces in grey Ecostone and tempered glass wall creates a soft and refined atmosphere. The **Mediterranean Bath** recalls the design of the steam bath thanks to the surfaces in grey Ecostone and the dim light generated by the integrated dimmable LED bars. The walls in tempered glass and the suspended black benches complete the environment, creating an elegant space in perfect line with need of both body and mind.

The Wellness experience also has a cold reaction phase, consisting of a **Shower One featuring the Cold Breeze and Cold Rain technologies** and of an **ice fall**, which **increases the temperature excursion and reawakens the body**.

Rest is what sets the benefits of the Wellness ritual. It is a fundamental moment to enjoy all the actual effects of the treatments, thanks to the ergonomic loungers of the Daybed collections, characterised by minimal and clean-cut lines. This phase is completed with **Wellness Coach Personal**, the virtual guide that offers an interactive system featuring Brain Training contents developed in collaboration with experts in the field of research and sports, which turns rest moments in experiences of psycho-physical regeneration, even in small spaces and few available minutes.

Palace Merano chose to rely on Starpool not only because of the beauty and design of its products, but also because of the innovation and the scientific research that the Fiemme company always applies to the creation of the technologies aimed at well-being. They are Wellness solutions that focus on mental and physical regeneration, stress management improvement and strengthening of the immune system.

And, in line with this, Palace Merano introduced a formula dedicated to mental and physical recovery in the performance area of the facility: **the Recovery Station format by Starpool**. Designed and developed according to the guidelines of the Scientific Research Department at the Fiemme company, it takes advantage of the body's physiological response to cold therapy and dry floatation.

Zerobody Dry Float offers an experience of zero-gravity floatation: the body floats over 400 litres of warm water but remains dry, light and suspended in an environment that promotes tension release and activates the process of psycho-physical recovery. In this state, the brain recognises the lack of weight as a sign of safety and is able to relax deeply. To complete the journey towards mental and physical recovery, **Zerobody Cryo** proposes an accessible and innovative approach to cold therapy. Thanks to a patented membrane, the body is enveloped and cooled down without coming in direct contact with water, thus obtaining all the benefits of cryotherapy: metabolism activation, muscle recovery, and immune system promotion.

SMART TECHNOLOGY BY STARPOOL:

Starpool has always believed in the value of environmental protection through the development of sustainable products and technologically performing systems.

At Palace Merano, Starpool has installed systems for a more sustainable use and monitoring of the spa: the **Green Pack** software which reduces the equipment consumption by 20% through sensors that regulate steam, heat and humidity; **Eco Spa Technology**, on the other hand, offers a centralised real-time management of the spa equipment; and **SIM 4.0**, which allows remote management through personal devices and provides useful data and graphs for the monitoring of the spa equipment.

Starpool - Wellness Concept made in Italy

For 50 years, Starpool has realised products and services designed to achieve mental and physical well-being. Focusing on the individual, with the goal of making wellness an accessible and daily practice, it creates spaces and programs to suit everyone, with the collaboration of designers, companies and operators in the sectors of hospitality, health, sports and beauty. All of this is done on the basis of a tailor-made wellness mission, for a customised wellness that makes its way in the home private world, as part of everyday life. At the root of it all, there lies Starpool's DNA: heat, water and rest, whose alternation generates genuine benefits that positively influence people's lives, from preventive care to muscle recovery, from the daily exercise to live well to mental wellness. Casa Starpool is located in a true open-air spa, the Fiemme Valley, from which it draws constant inspiration in a continuous exchange, borrowing its raw materials, like the wood, and giving back a constant and daily commitment for a future in name of sustainability, starting with the development of innovative technologies for energy monitoring and saving. With over 5.000 realised spas, Starpool is present in 83 Countries worldwide, with 4 foreign branches and 32 distributors.

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Palace Merano

Palace Merano is the first Italian Medical Spa, which designed the Revital® Method over 20 years ago. Its bespoke programs take advantage of treatments of functional, allopathic and energy medicine aiming at prevention and combines them with the holistic principles of Traditional Chinese Medicine. Located at the heart of Merano, immersed in a unique microclimate, rises a smart historic palace – a 5-star hotel with 99 rooms, including 14 junior suites and 30 suites divided between the main palace, the castle and the panoramic floor. Inside it, there are a Revital® centre measuring 6000 m² and entire cutting-edge medical floor measuring 1500 m². The Revital® centre, dedicated to advanced diagnostics and innovative bespoke treatments, includes a medical area and a spa equipped with zones dedicated to sport and relaxation. The spa has 18 cabins for therapy with water or mud, 6 with water jets, 19 for beauty treatments, a relaxation and meditation area, as well as indoor pool, saunas, hammams, Kneipp Therapy and a 31-metre outdoor pool with air-massage beds, whirlpool and bar. The fitness room overlooking the park offers cutting-edge Technogym equipment and several indoor and outdoor sport activities with a personal trainer. On the other hand, the medical area on the fifth floor hosts a lab for analysis, scans and check-ups, hydro-colon therapy, acupuncture, osteopathy and oxygen-ozone therapy, as well as the bioenergetic and nutritional department, advanced aesthetic treatments and an aesthetic doctor and his team. The centre is supported by an exclusive medical team, working in synergy with nutritionists,

naturopaths, osteopaths and nurses, who apply the integrated prevention method. A special attention is paid to sports, through the introduction of the new cutting-edge area – the Sport Recovery Lab – designed by those who practice sports and for those who try to recover physical function and muscle strength after an injury. The food offer is the feather in the cap of the experience at Palace Merano: the regimes Palace Detox Diet®, Palace Biolight Nutrition® and Palace Sport Nutrition® are designed to enhance psycho-physical well-being through the use of fresh, seasonal and local ingredients. The prestigious Swiss magazine Bilanz awarded Palace Merano, ranking it at the fourth place among the 20 best Health Hotels of the alpine area in 2024. In 2025, the hotel was the only Italian spa to be awarded the “Master MOT” by Condé Nast Traveller, awarding the best spa with health complete check-up service.

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