



STARPOOL

Fiemme Tremila and Starpool awarded in China

The international award WAD 2025 goes to two companies from the Fiemme Valley



Predazzo (Trento), 6th May 2025_ An international award goes to two reference companies in the **Fiemme Valley** directly from **China**. **Fiemme Tremila**, company based in Predazzo since 1993 and specialising in bio-compatible wood flooring, and **Starpool**, wellness company based in Ziano di Fiemme and operating since 1975, are among the 100 companies to receive the **WAD – Global Luxury Residential Brand TOP 100 Awards 2025**, an award dedicated to the excellences of the industry of housing.

Created by **WAD Luxury Housing Research Institute** – high level platform specialising in the management of project&design, consulting services, supply chain, construction sites and project, the WAD awards aims to promotes businesses that stand out for artisan expertise, design innovation, heritage and social responsibility, and that can contribute to creating top-level, healthy living contexts.

On the occasion of **WAD Luxury Residential Design and Construction Professional Summit**, the WAD was awarded on 28th March 2025 to Padovaer, Chinese distributor for Fiemme Tremila, and to Dynaforce, distributor for Starpool, by a commission comprising the main international estate developers, as well as designers and experts in the fields of sustainability and cultural promotion.

Both companies were awarded in the category “Luxury Residence Product Brand”:

Fiemme
T R E M I L A

Fiemme Tremila s.r.l. Società Benefit - Via dell'Artigianato 18 - 38037 PREDAZZO (TN)
W: www.fiemmetremila.it - M: info@fiemmetremila.it - T: +39 0462 50 0220



Fiemme Tremila, thanks to its distinctive approach to wood processing, based on **bio-compatibility, attention to indoor well-being and environmental protection**;

And Starpool, thanks to **the excellence of its products characterised by iconic design** and developed to make wellness a good daily habit for self-care.

«We thank WAD for this award, which confirms the value of our vision of housing. We've been committed to a healthy, responsible and conscious production for years. Our work starts from respecting the wood and the people who process it and who will then live it: each product is conceived to take well-being into the home spaces, without compromising on air quality, materials and the environment. Receiving this award testifies to the fact that our commitment, started in the Fiemme Valley, is now recognised internationally as a possible, tangible way to live healthily»: states **Marco Felicetti**, founder and CEO of Fiemme Tremila.

«The home spa by Starpool introduces wellness and health as a priority for a correct and healthy life style. The Starpool method, enclosed in the ancient formula based on heat, water, rest, becomes the expression of a cultural change. Preventive care and anti-ageing, in fact, are the new frontier of awareness today and we at Starpool – through our daily research activity – are ambassadors of this. – explains **Riccardo Turri**, CEO of Starpool. We offer our clients customised programs, designed to act specifically and effectively on stress, sleep, psycho-physical performance and longevity».

The awarding of the WAD to Fiemme Tremila and Starpool testifies to the value of **Trentino know-how**, which combines nature, business and project culture, offering the world of vision of living rooted in the values of the territory and oriented towards innovation.

www.fiemmetremila.it - www.starpool.com

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Fiemme Tremila s.r.l. Benefit Corporation

Fiemme Tremila was founded in 1993 in Predazzo, in the Fiemme Valley, taking on an ambitious challenge: bringing the woods home. For 30 years, the Trentino company has taken inspiration from the woods to produce healthy, durable and beautiful products. The flooring by Fiemme Tremila is good for you: it produces **beneficial VOCs that improve** air quality indoors. An analysis carried out in 2017 by CNR-IBE – the most important Italian research institute in the domain of forest-wood – confirmed it. Healthiness and sustainability: Fiemme Tremila only uses FSC® and PEFC-certified types of wood, among which the ones originating in the valley, and protected for centuries by Magnifica Comunità di Fiemme. In addition to certified bio-compatibility, the flooring by Fiemme Tremila stands out for structure and treatment. They are all made of Triplostrato® solid wood, which ensures stability, bending capacity and strength, and treated with Fiemme Tremila BioPlus®, a natural oil developed by the company that allows the wood to remain alive and free to breathe. The product range is divided into five collections – Fior di Fiemme, Luci di Fiemme, Boschi di Fiemme, Echi di Fiemme and Mani di Fiemme – as well as the Bottega project, amounting to over 100 essences that can be customised in colouring and surface processing. The brand is distributed all over Italy and abroad, in Switzerland, Middle East, China, etc. Fiemme Store is its single-brand showroom in the Brera Design District in Milan. Flooring by Fiemme Tremila is featured at: Bosco Verticale, City Life IN Milano, Technogym Village Cesena, Headquarter Diesel Vicenza, ADLER Spa Resorts & Lodges. In 2016, the company launched the project Disegno di Legno: biocompatible wood modules to create customised furniture, thus extending the healthy surfaces at home. Solo – the first-ever collection of Disegno di Legno furniture designed by architecture studio aledolci&co – was launched in 2022.

www.fiemmetremila.it

Starpool - Wellness Concept made in Italy

Fiemme
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For almost 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 4.000 realised spas, Starpool is present in 83 Countries worldwide, with 4 foreign branches and 32 distributors.

www.starpool.com

Fiemme Tremila Press Office

Lucia Portesi: press@luciaportesi.it | m. + 39 349 369 2989 | www.luciaportesi.it

Starpool Press Office

DOC COM HUB

Media relations: Francesca Riccardi | m. +39 335 77 00 526

Press Office: Giorgia Giulianelli | m. +39 347 290 4699

starpool.press@doc-com.it - www.doc-com.it