A high-contrast, low-key photograph of a person's torso and head. The person is wearing a dark, form-fitting suit. A glowing blue wristband is visible on their left wrist, featuring several small circular icons. The lighting is dramatic, with strong highlights on the shoulder and the side of the face, while the rest of the body and background are in deep shadow.

Welcome to a new dimension of Wellness

STARPOOL

wellness concept



STARPOOL

Our Vision

We work to favour the harmonious development of body and mind and **improve people's quality of life**.

We want to make wellness a more accessible and sustainable daily practice.

Our Mission

We take care of people's **mental**
and physical well-being.

We base our work on innovation, scientific research,
love for design and utmost care for details, giving
value to tradition and experience.

We strive to make each client an **ambassador**
of our Wellness concept.



*A journey
into
Starpool*



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.

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.





STARPOOL

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 and aim to make it a part of their everyday experience.

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.

Scientific Research

Know to innovate

Our number one goal is to meet the need for a better quality of life, and science is our Ally; we rely on it to understand how to make the most out of our products for wellness, health, and self-care.

Stress management, sleep, performance and longevity:

these are the global health issues where our Wellness solutions can have the greatest impact and, for this reason, our scientific research revolves around these four pillars.

STRESS MANAGEMENT

SLEEP

PERFORMANCE

LONGEVITY





STARPOOL

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 by a **team of engineers, designers and programmers**.

A team that designs unique and exclusive products, many of which have become, over time, the most cutting-edge premieres in our industry, allowing us to contribute to the evolution of the wellness world.

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.

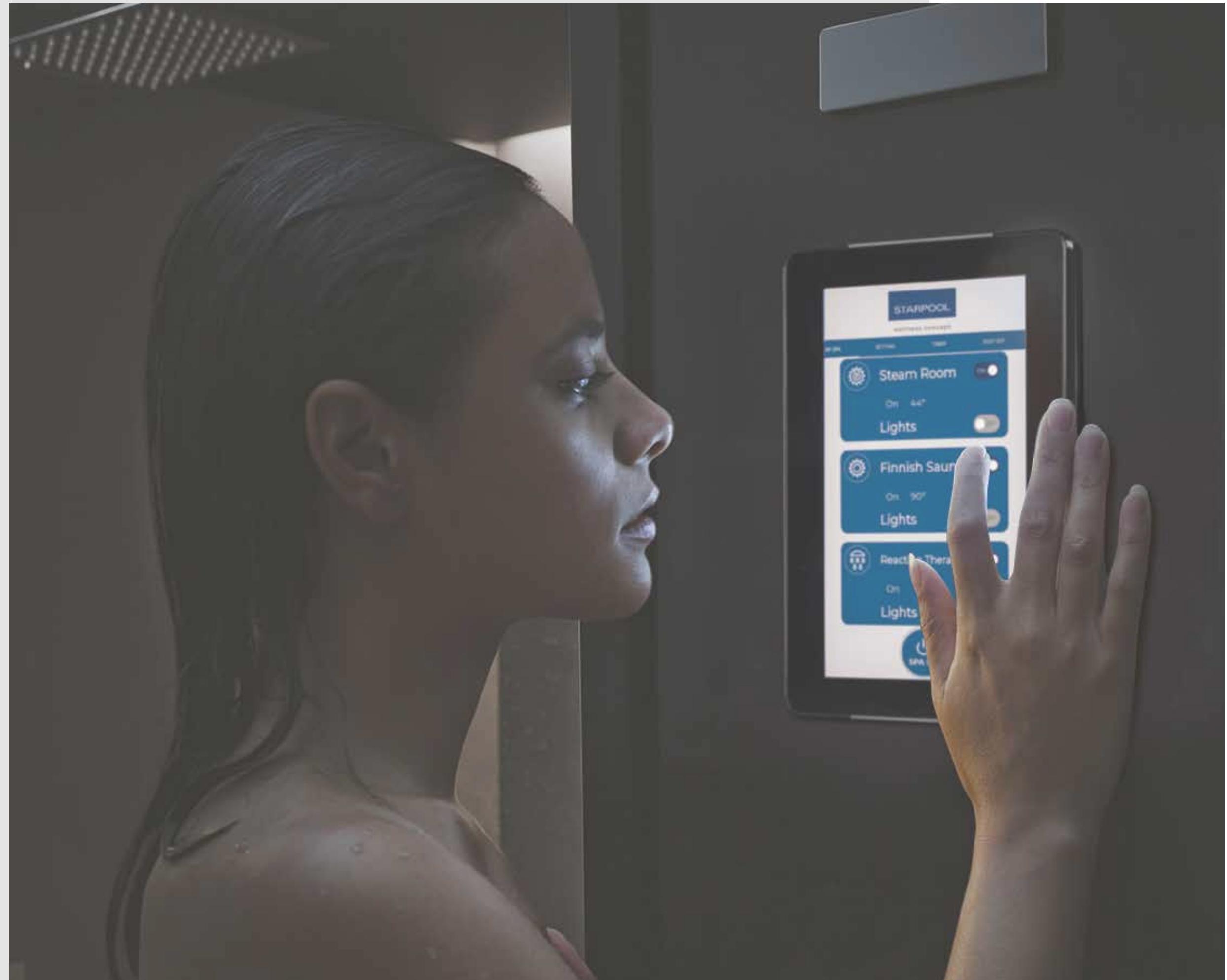
By putting **technological innovation at the service of people's well-being**, we were able to develop cutting-edge products for the world of spas, health and prevention, and self-care.

ECO-SPA TECHNOLOGY

GREEN PACK

MY W-PLACE

SIM 4.0





STARPOOL

Sustainability

For environment, ethics and design

In a world with ever more limited resources and healthcare systems under pressure, **true sustainability lies in favouring a healthy life style that lasts over time**. We contribute to a longer, healthier and more conscious life, because individual well-being is the key to tackling the challenges faced by an ever growing global population.

In addition, on the occasion of our 50th anniversary we have launched **Wood Recovery Project**, a five-year plan for the protection of the Fiemme Valley: **we'll plant a tree for each produced sauna and for each guest welcomed at Casa Starpool**, to give back to nature what it offers us every day to create our products.

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.

148 
Co-workers

4 
Foreign branches

23 
Distributors

87 
Countries

+5500 
Spas

+1000 
Products in a year

17 
Patents & Design

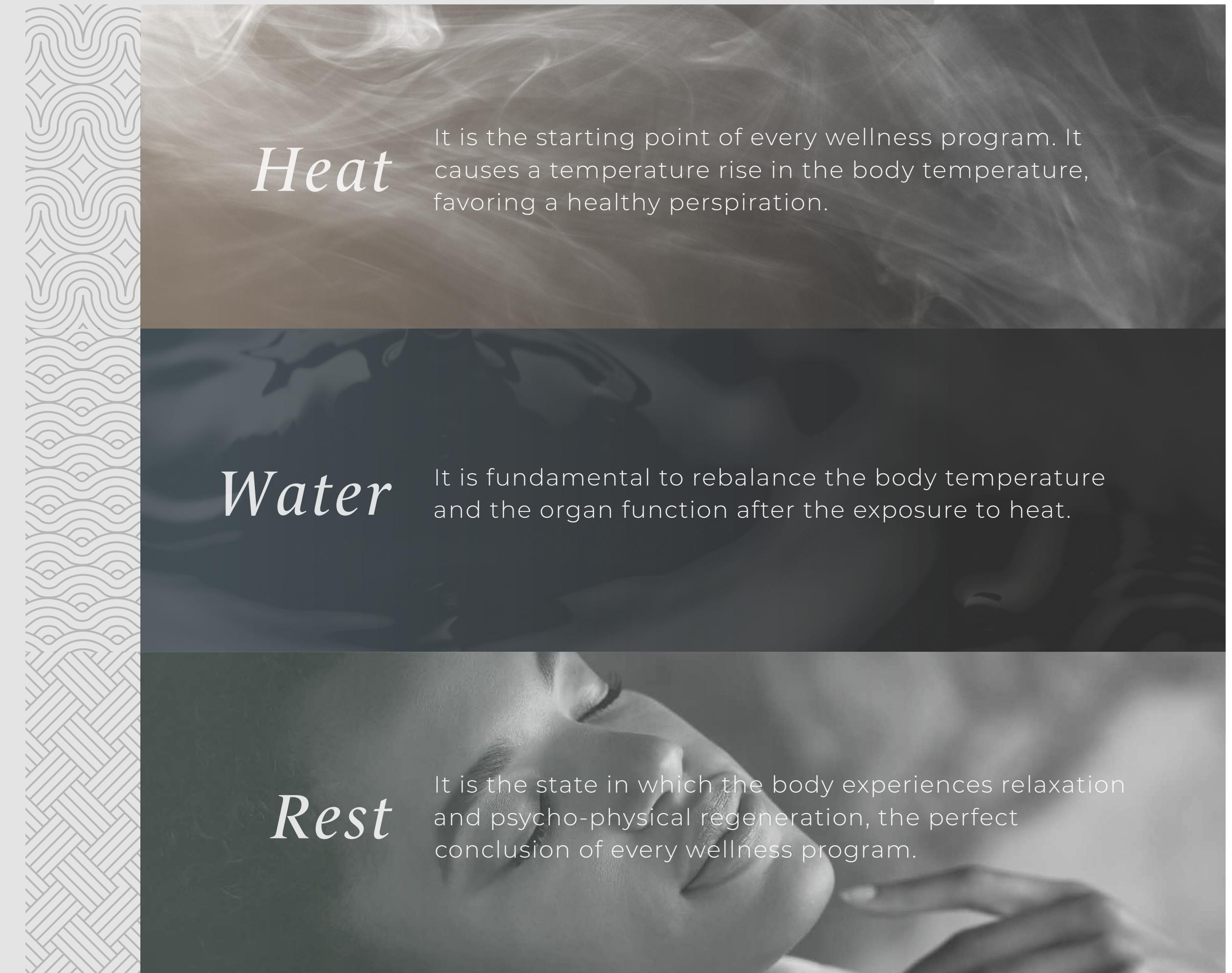


*We bring
Wellness
everywhere*

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.**



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

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

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



STARPOOL

Starpool Method

The Starpool method expresses our idea of well-being, **revolving around the individual** and offering real benefits to body and mind.

Always validated by our **Scientific Research Department**, which defines functional protocols of use for individuals' health and wellness goals, the system of use is applied in each Wellness solution in the domains that we address: hotels and spas, private homes, companies, gyms, professional sports and Beauty.

LONGEVITY PROGRAMMS

BEAUTY RITUALS

RECOVERY & PERFORMANCE

SPA TREATMENTS

Our Services

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.

CONSULTING

TRAINING

ENGINEERING

SERVICE





STARPOOL

Private Solutions

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 Solutions

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 & DAY SPA

CORPORATE

HEALTHCARE

HEALTH & BEAUTY

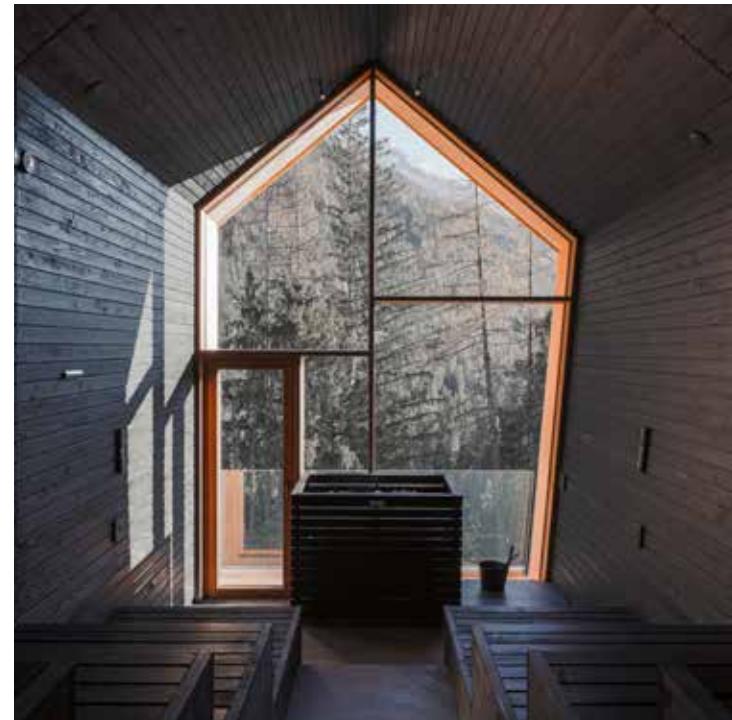
FIT & GYM

PROFESSIONAL SPORT





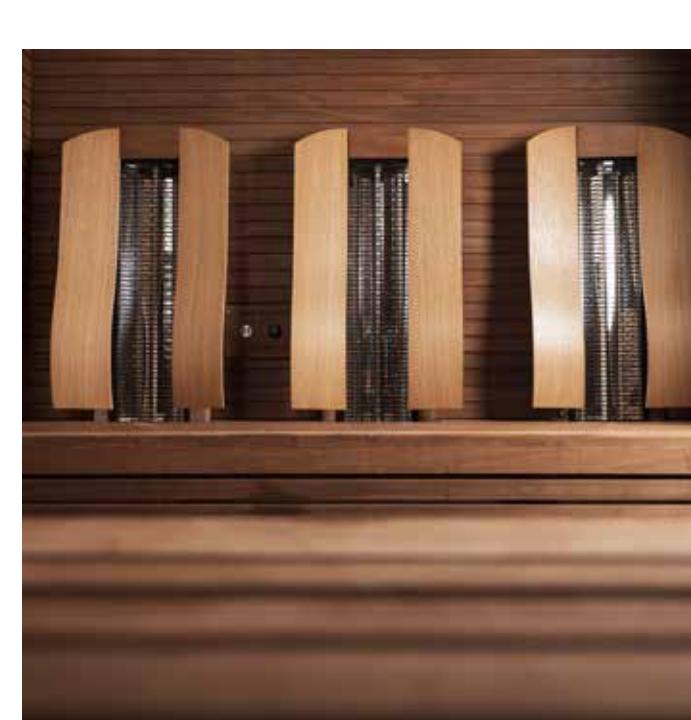
Our Wellness offer



*Finnish
Sauna*



*Soft
Sauna*



*Infrared
Therapy*



*Steam
Room*



*Mediterranean
Bath*



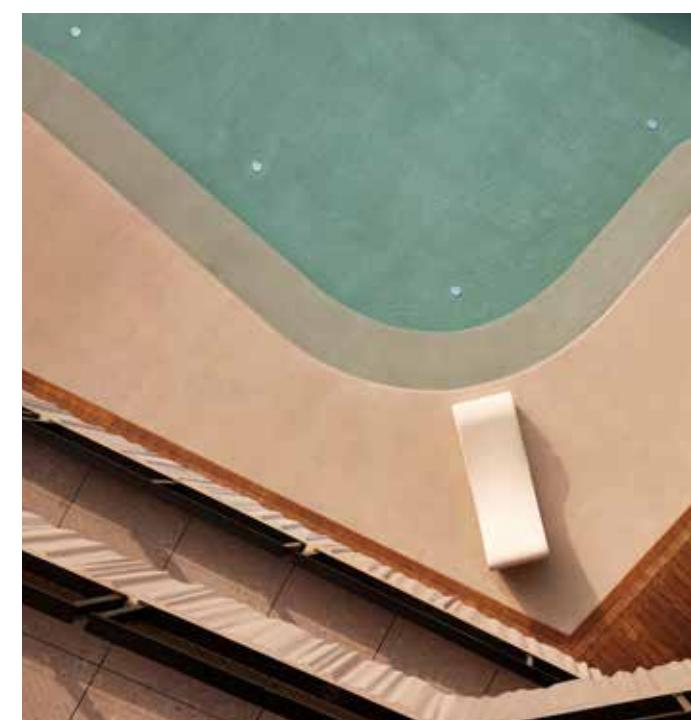
*Experience
Shower*



*Kneipp
Therapy*



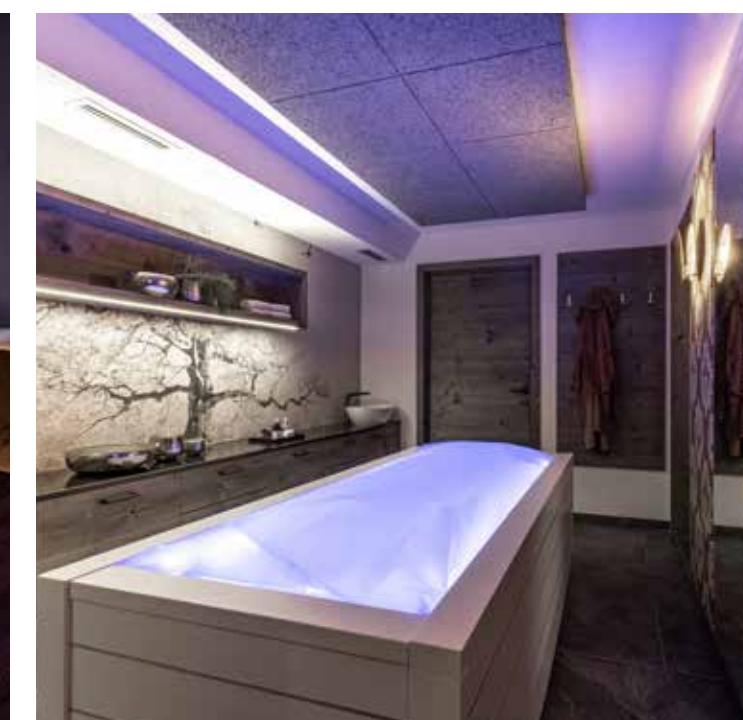
*Reaction
Therapy*



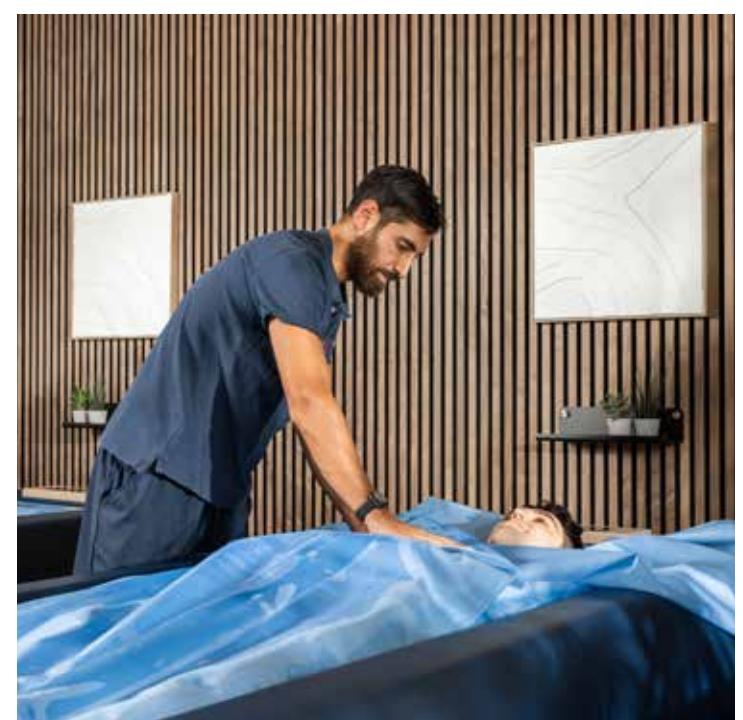
Pool



Relax



*Beauty
Care*

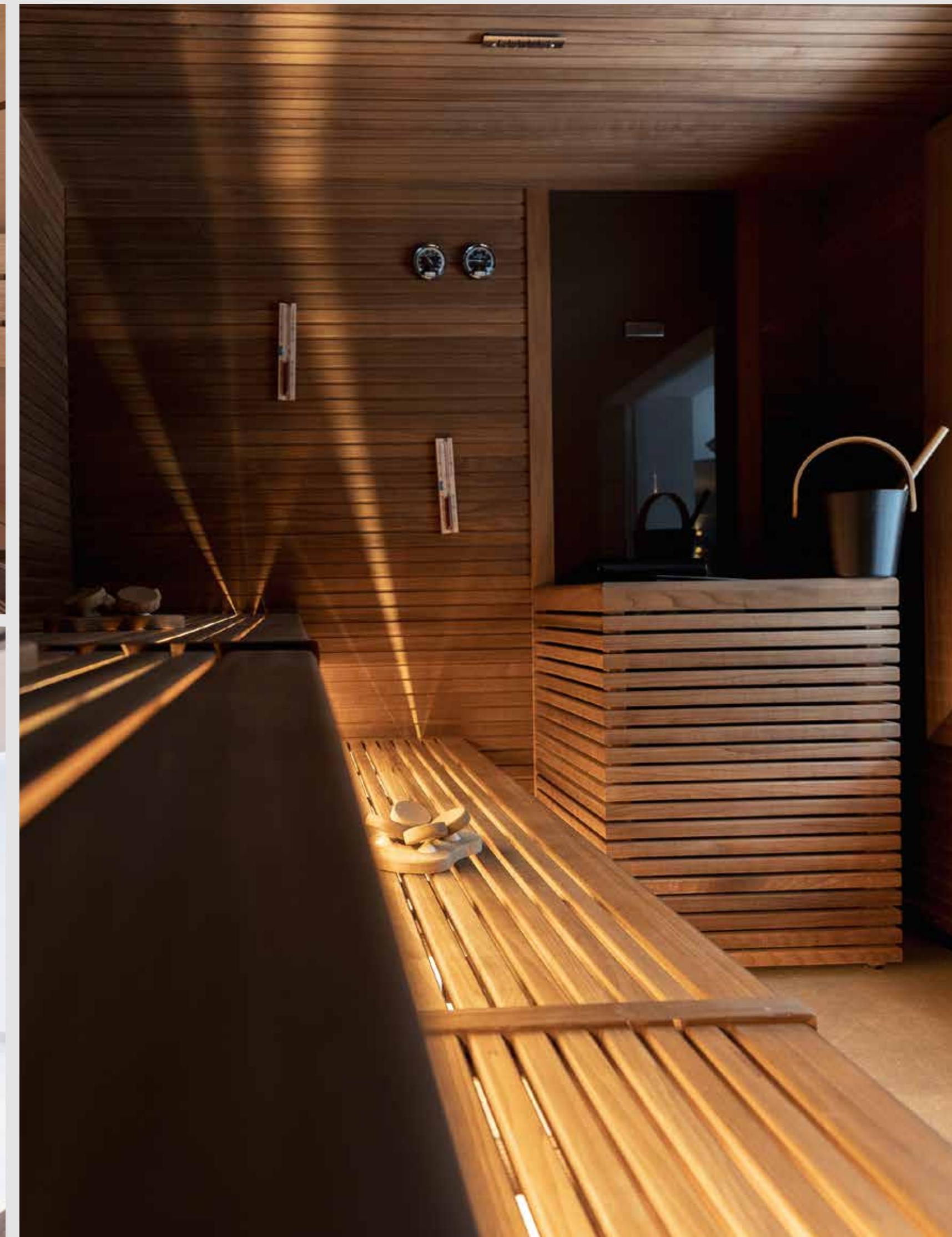


*Health
Innovation*

STARPOOL

Finnish Sauna



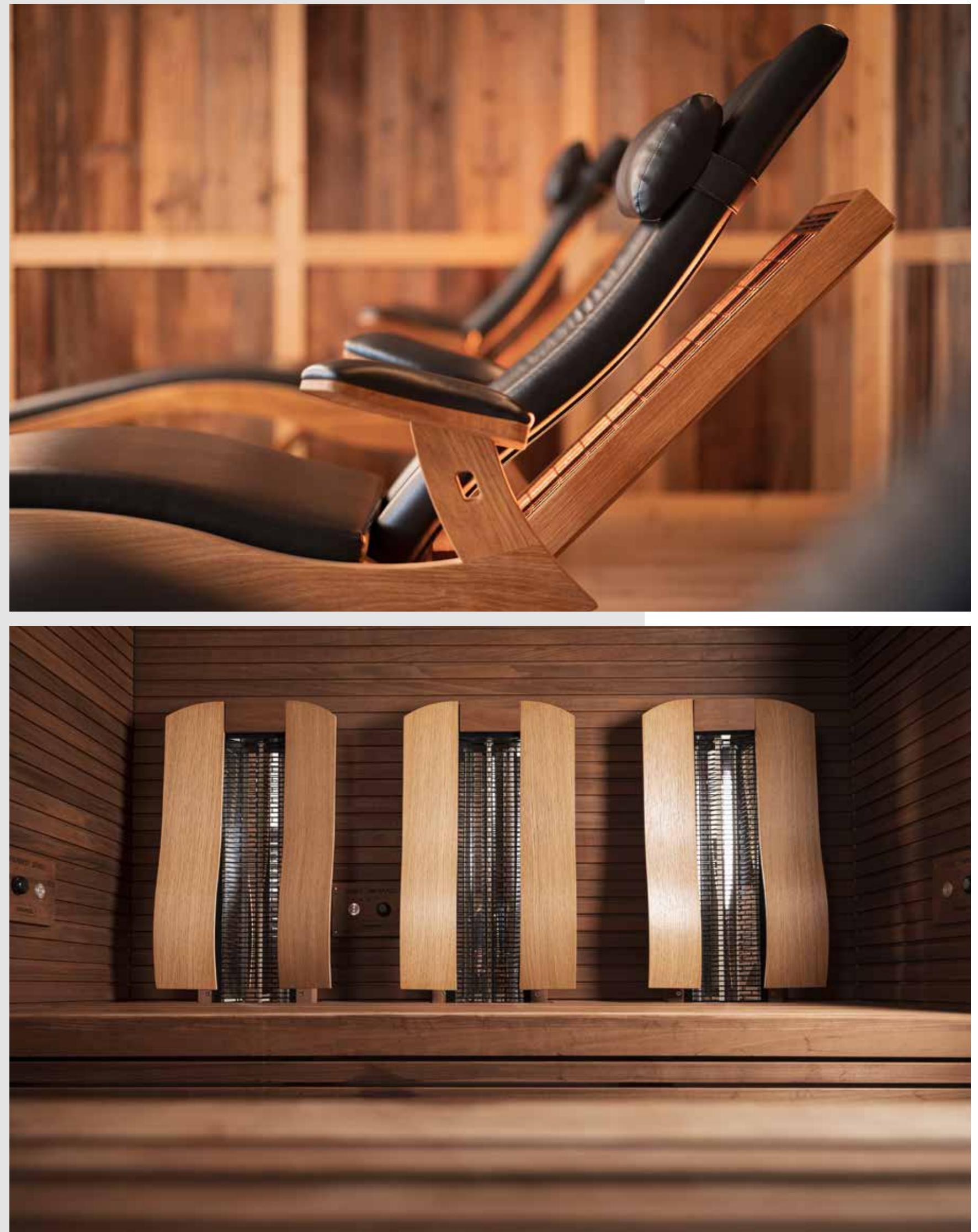


STARPOOL

*Soft
Sauna*

STARPOOL

Infrared Therapy





STARPOOL

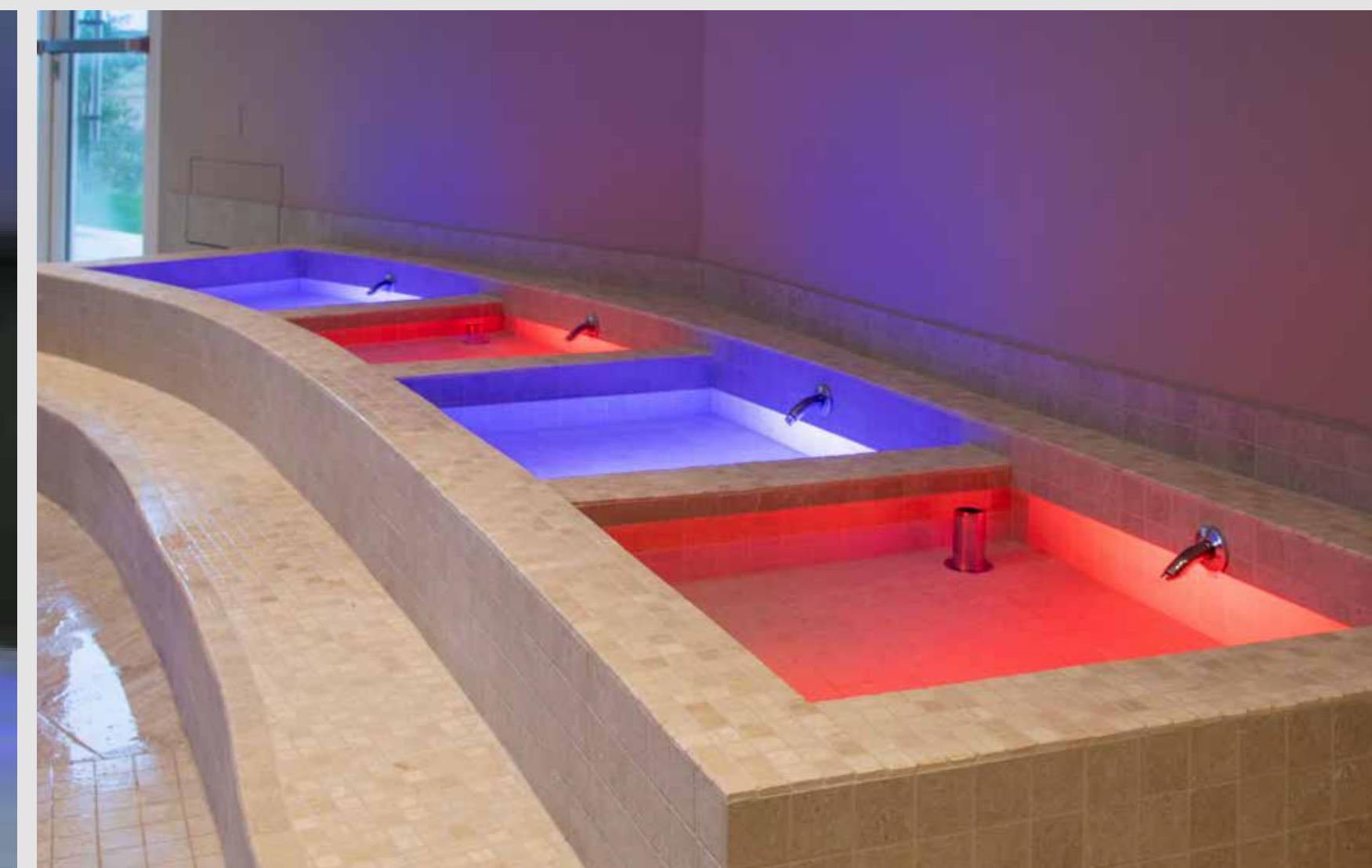
*Steam
Room*

Mediterranean Bath

STARPOOL



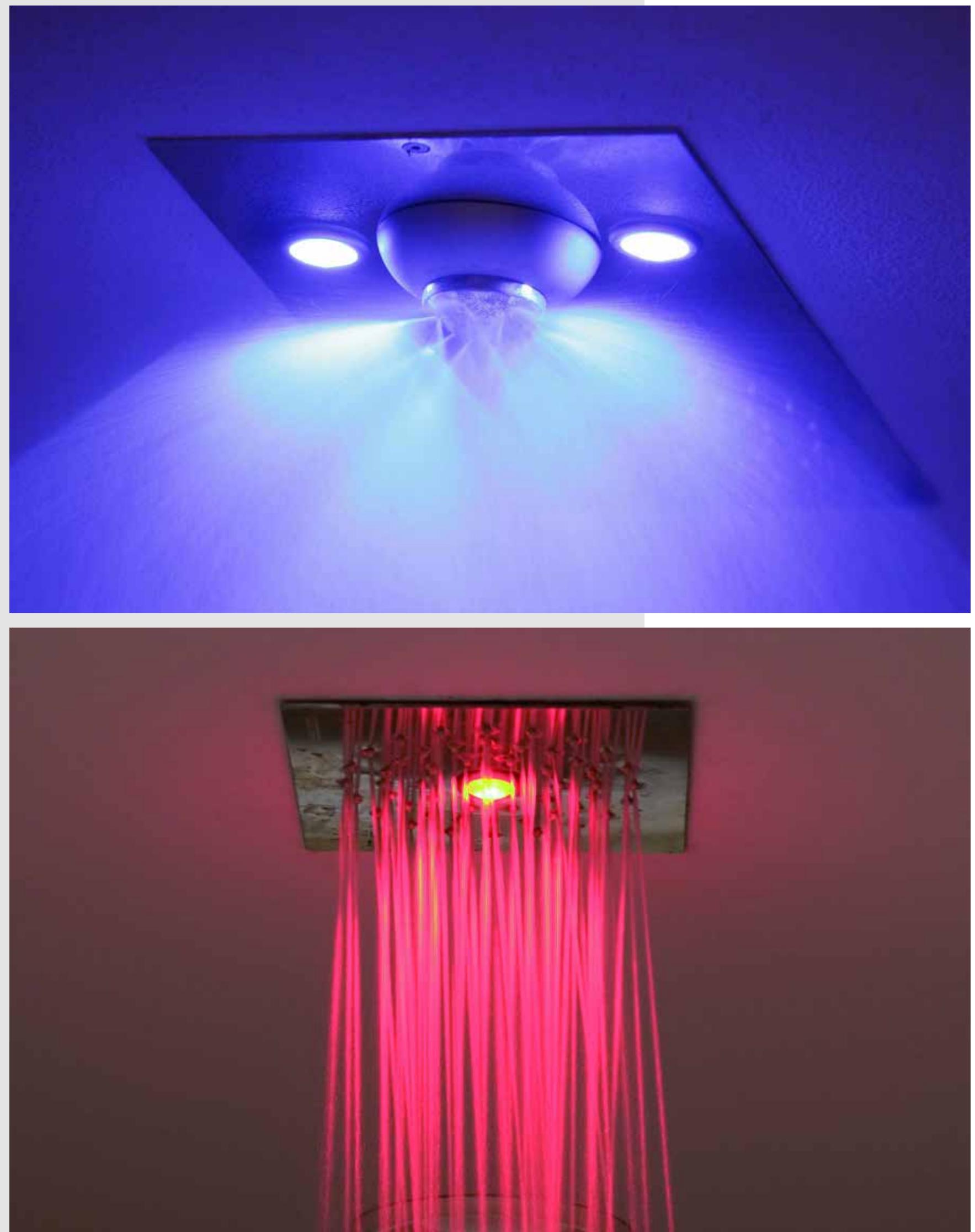
STARPOOL

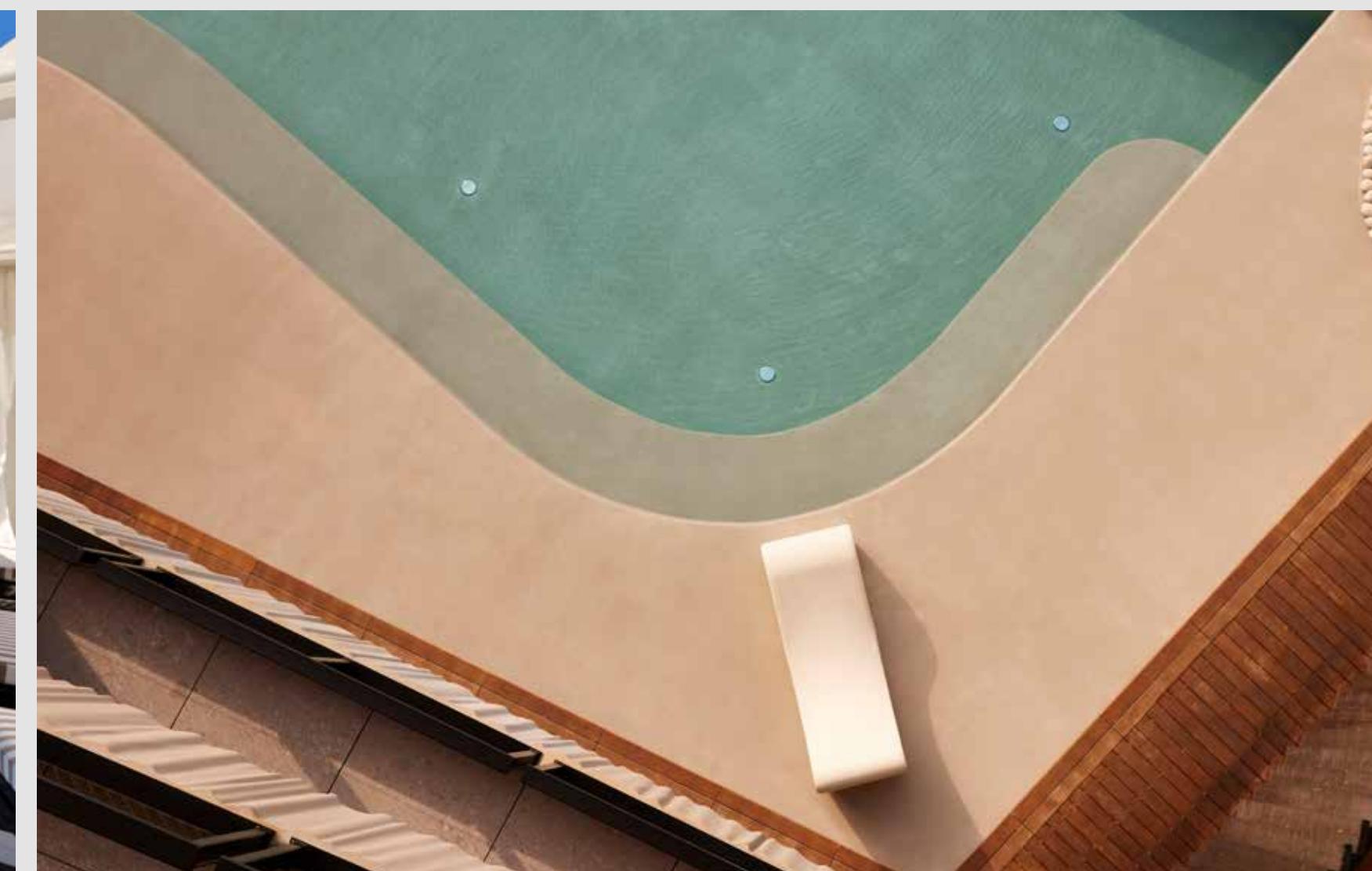


*Kneipp
Therapy*

STARPOOL

Reaction Therapy



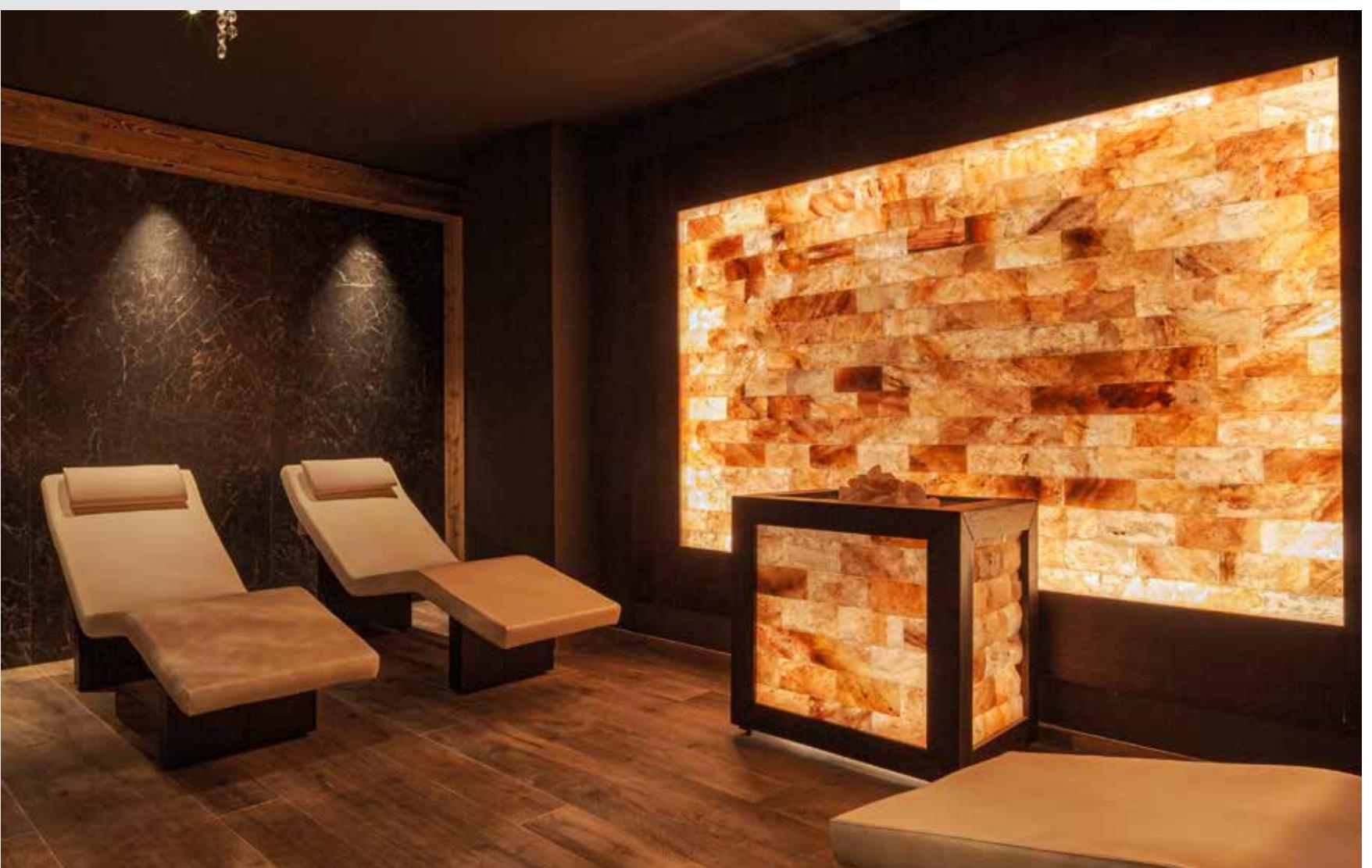


STARPOOL

Pool

STARPOOL

Relax



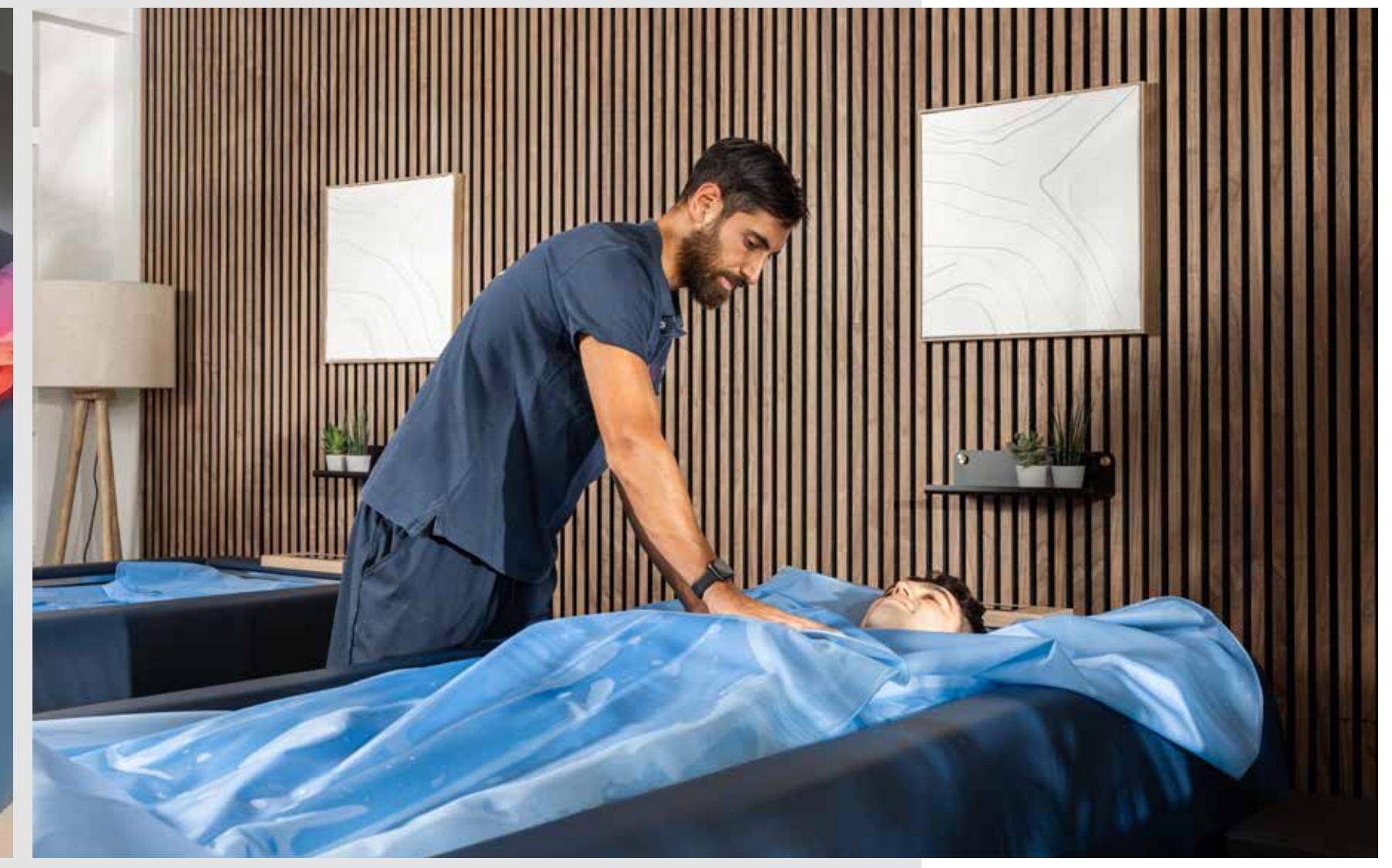


STARPOOL

*Beauty
Care*

Health Innovation

STARPOOL





Our Wellness concept



SPA_SYSTEM PRO

The method of use of the spa validated by scientific research

Ideal for:

Hotel, Day Spa



LONGEVITY SPA

Innovation and science for preventive and anti-ageing care

Ideal for:

Beauty Centres, Hotels, Day Spas



RECOVERY LAB RECOVERY ROOM

Recovery and performance optimisation in professional sports

Ideal for:

Elite Athletes, sport Teams



RECHARGE ROOM

Innovation and science applied to Corporate Wellness

Ideal for:

Corporations, Business Hotels



RECOVERY STATION RECOVERY CLASS

Sport recovery integrated in amateur training

Ideal for:

Gyms, Active Hotels



TREATMENT ROOM

Innovation and science applied to beauty treatments

Ideal for:

Beauty Centres, Hotels, Day Spas

References

STARPOOL

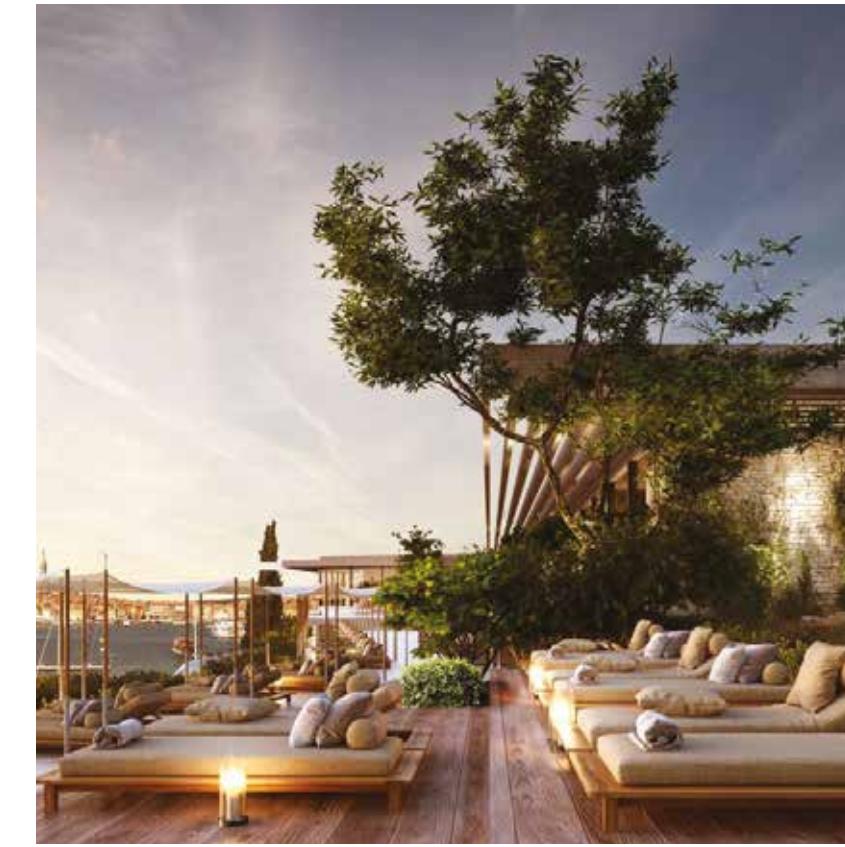
Hospitality



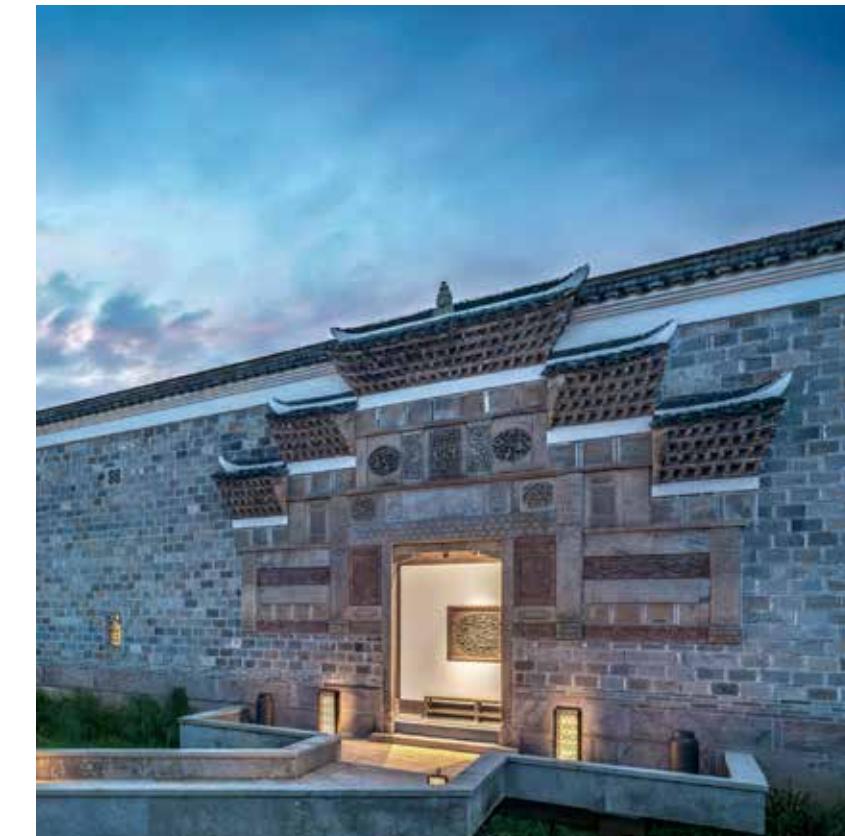
Mandarin Oriental
Milan, Italy



Atlantis The Palm
Dubai, UAE



Grand Park Hotel
Rovinj, Croatia



Aman
Shanghai, China



Nana Princess
Crete, Greece



The Mulia
Bali, Indonesia

STARPOOL

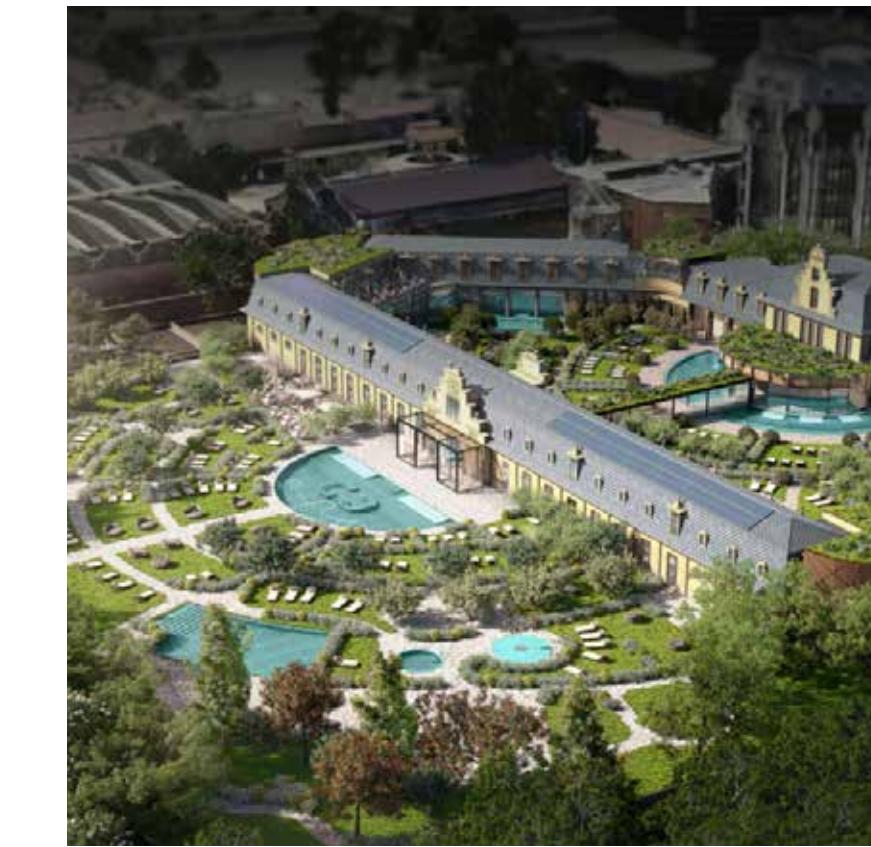
Hospitality



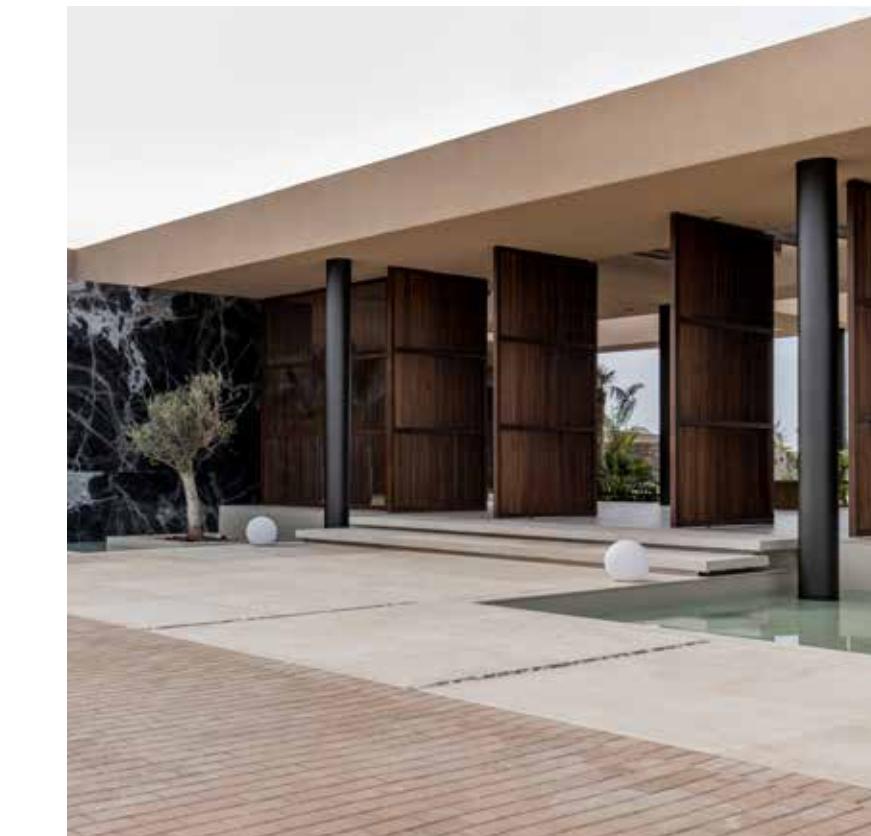
Gardena Hotel
Ortisei, Italy



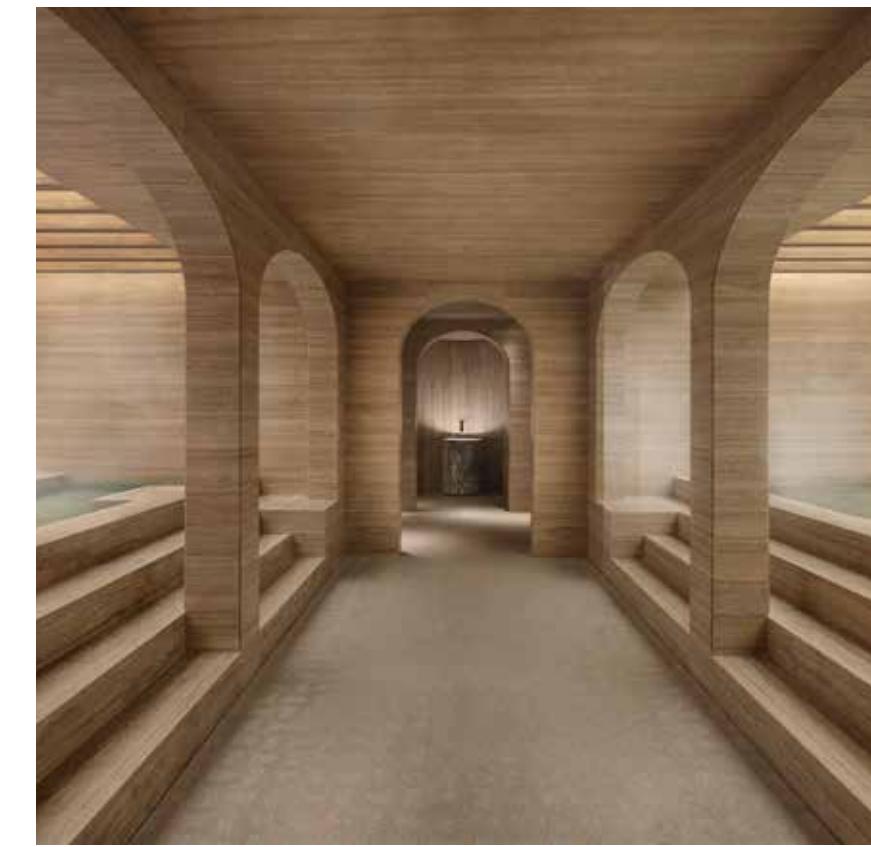
Manna Resort
Egna, Italy



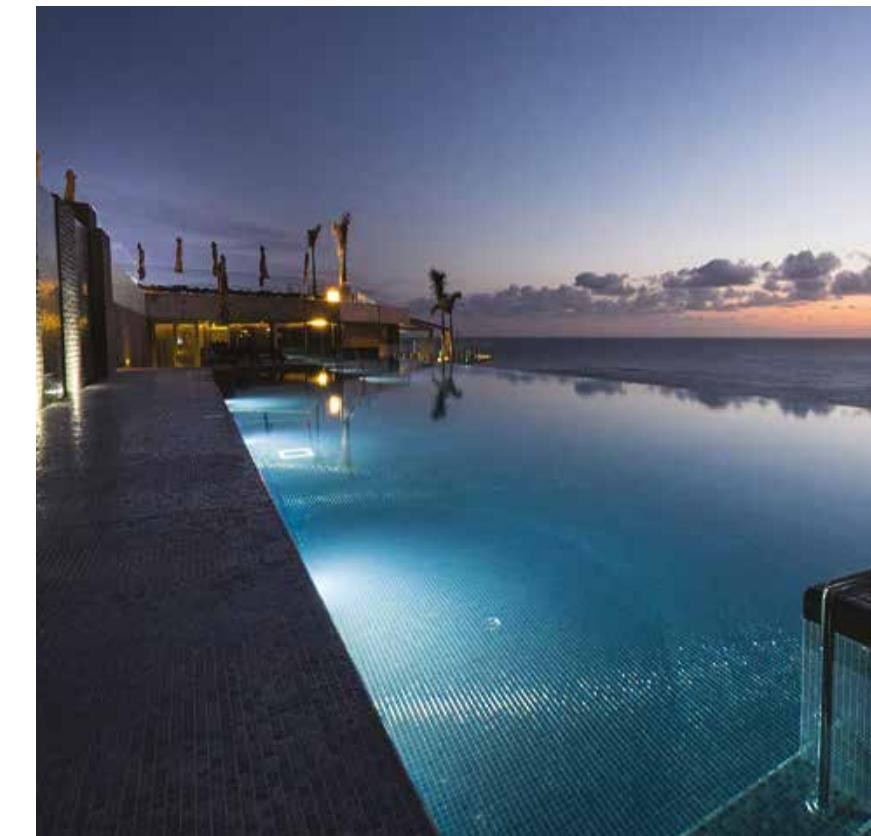
Scuderie De Montel
Milan, Italy



Pnoé Breathing Life
Karteros, Greece



Six Senses Rome
Rome, Italy



Savoy Saccharum
Madeira, Portugal

STARPOOL

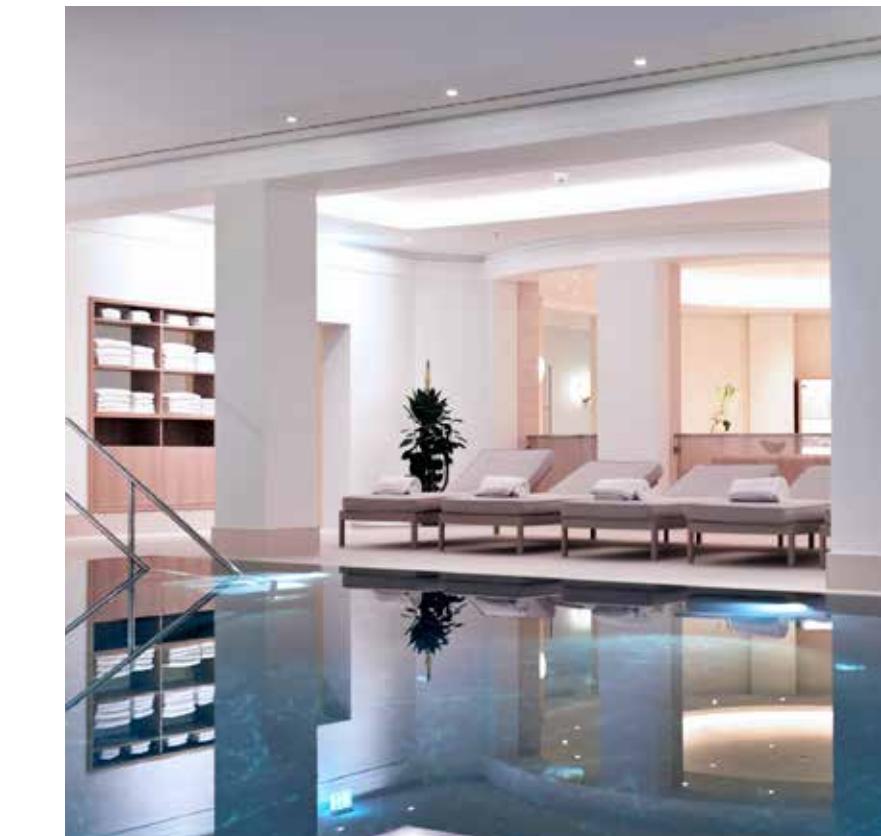
Hospitality



Palace Merano
Merano, Italy



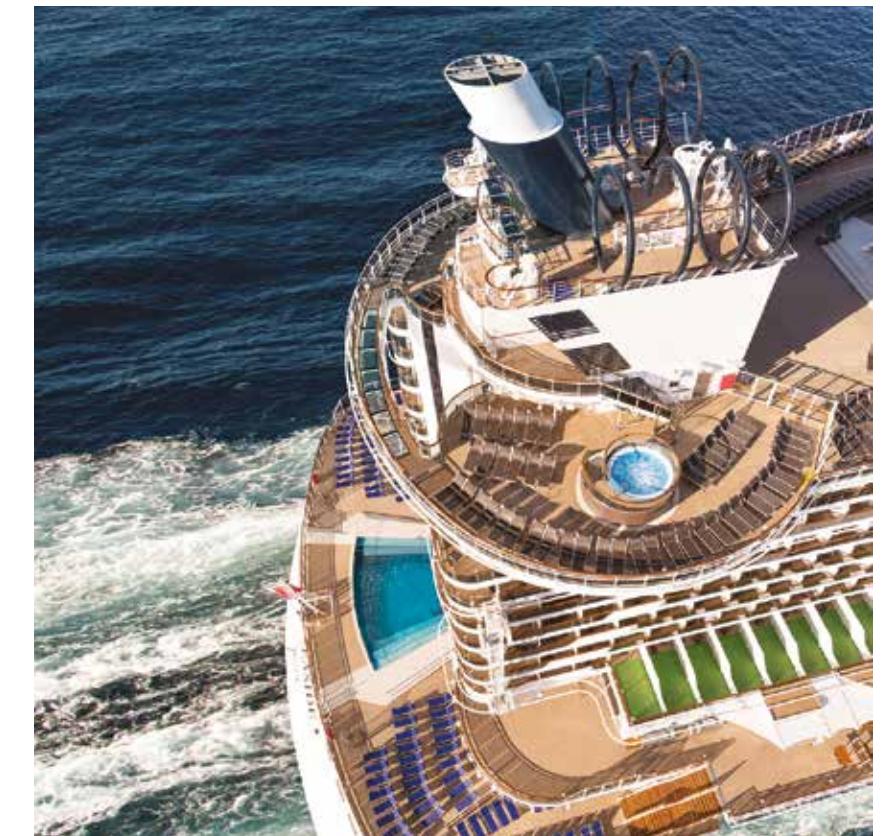
Eala Lakeside Dream
Limone sul Garda, Italy



Adlon Kempinski
Berlin, Germany



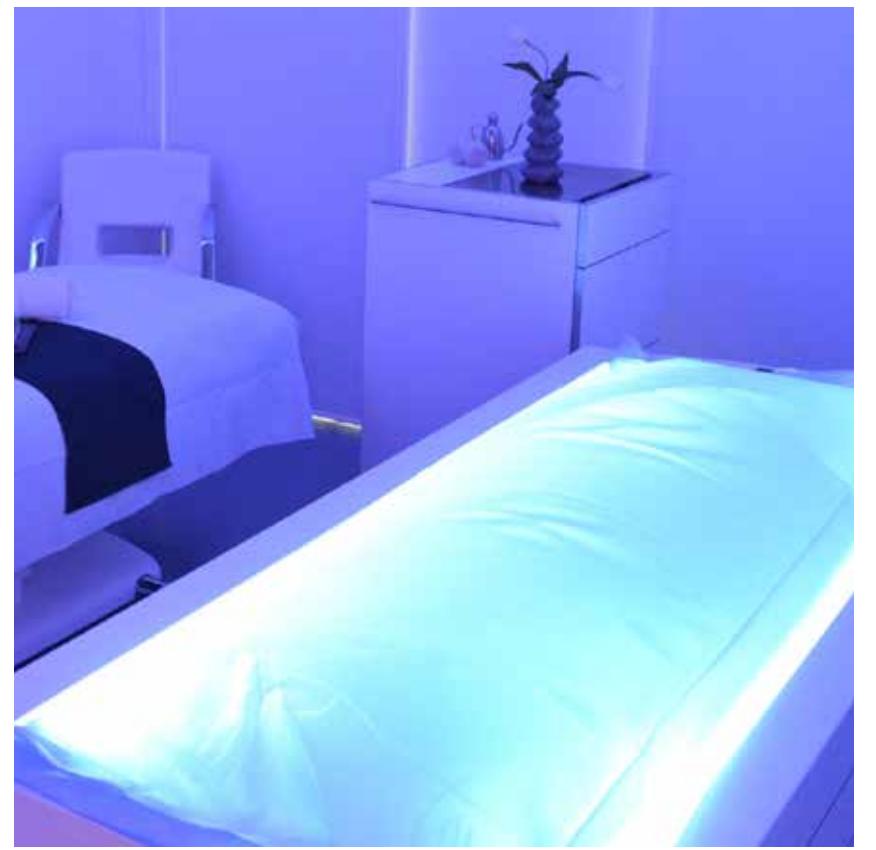
Bulgari Hotel Roma
Rome, Italy



MSC Crociere
Italy



Portrait Milano
Milan, Italy



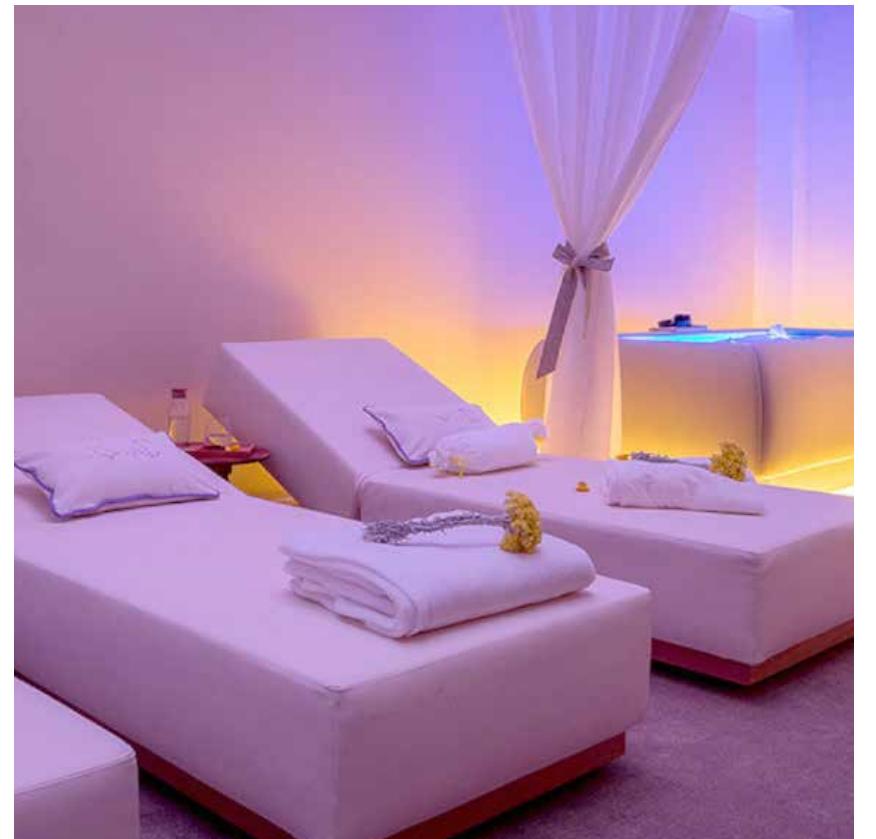
Lys de Beauté
Sesto Fiorentino, Italy



Ritual Sweet
Elche, Spain



Helena Beauty Club
Sumy, Ukraine



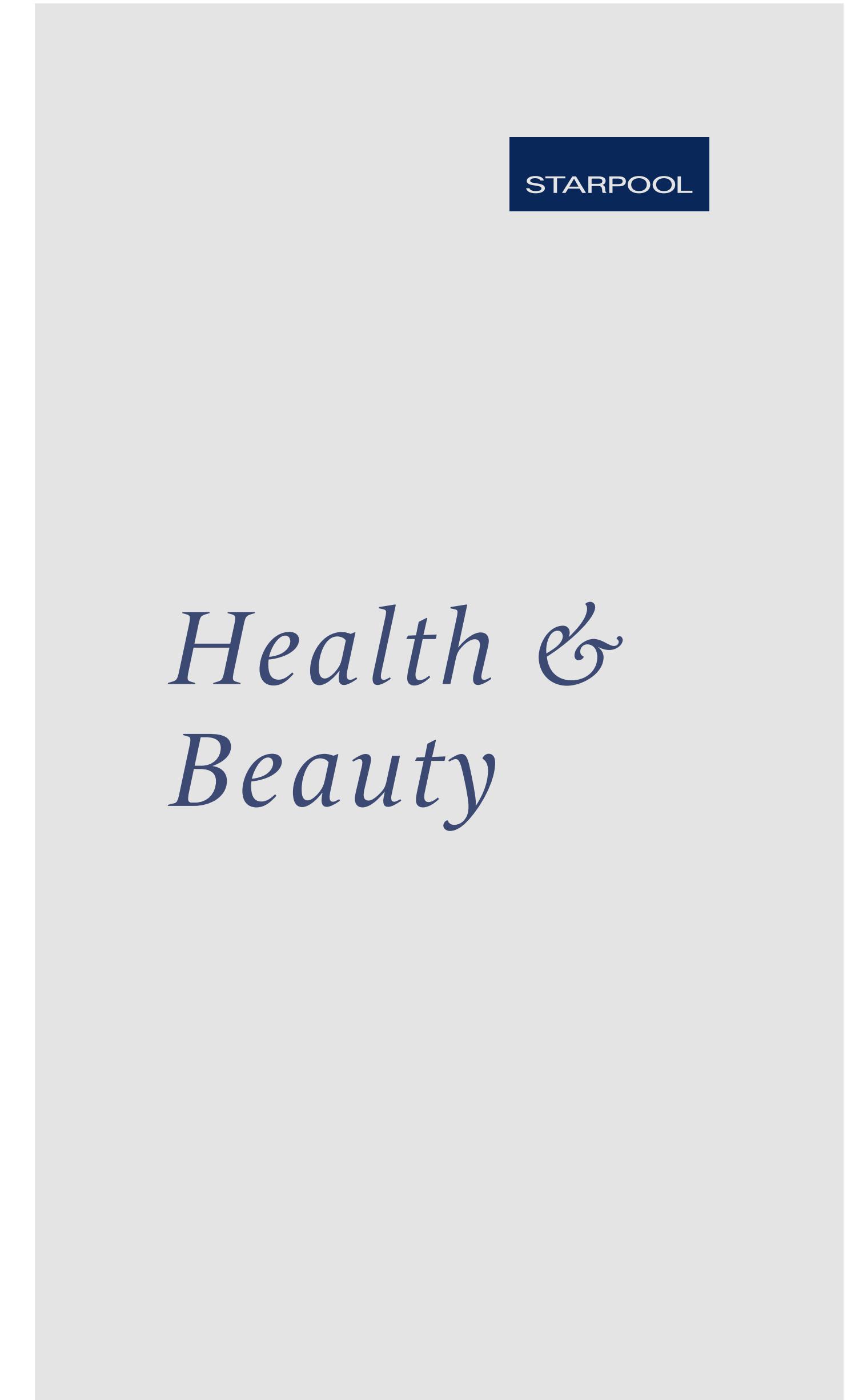
Alma Clinique
Ginevra, Swiss



Clinique La Prairie
Clarens-Montreux, Swiss



iCryo Wellness
Texas, Usa

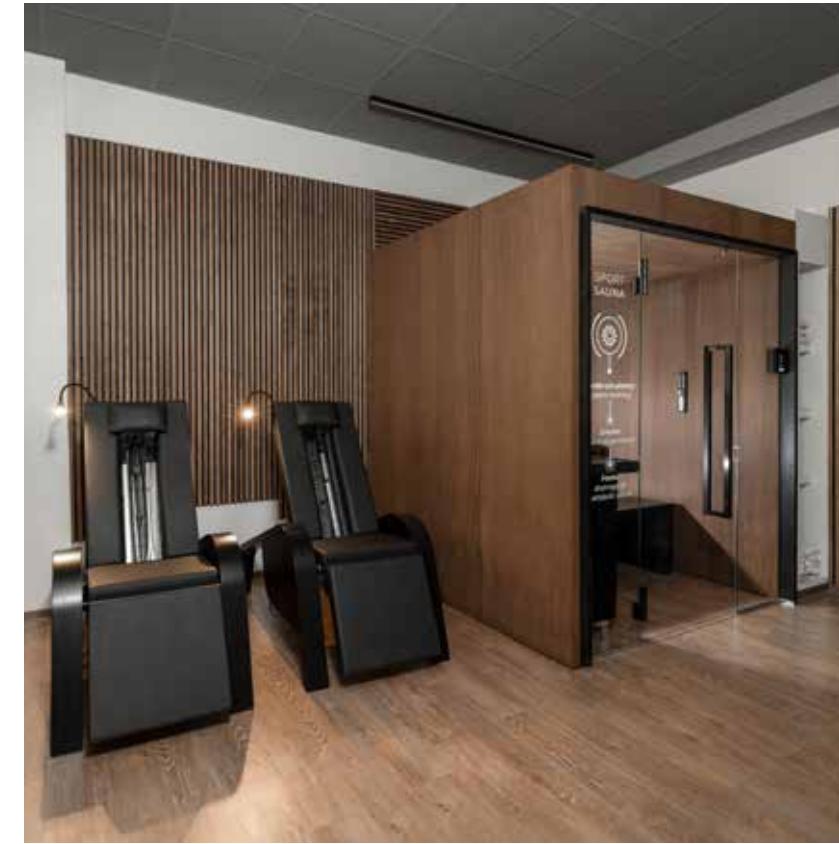


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Fit & Gym



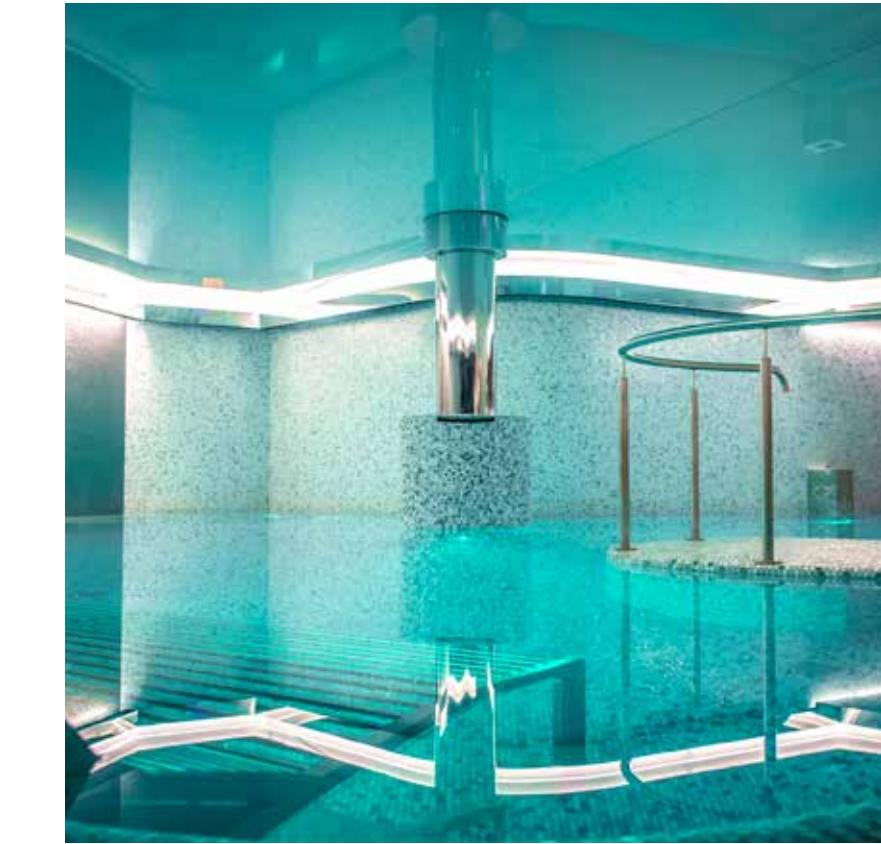
Equinox Fitness Clubs
New York, Usa



HealthFarm
Florence, Italy



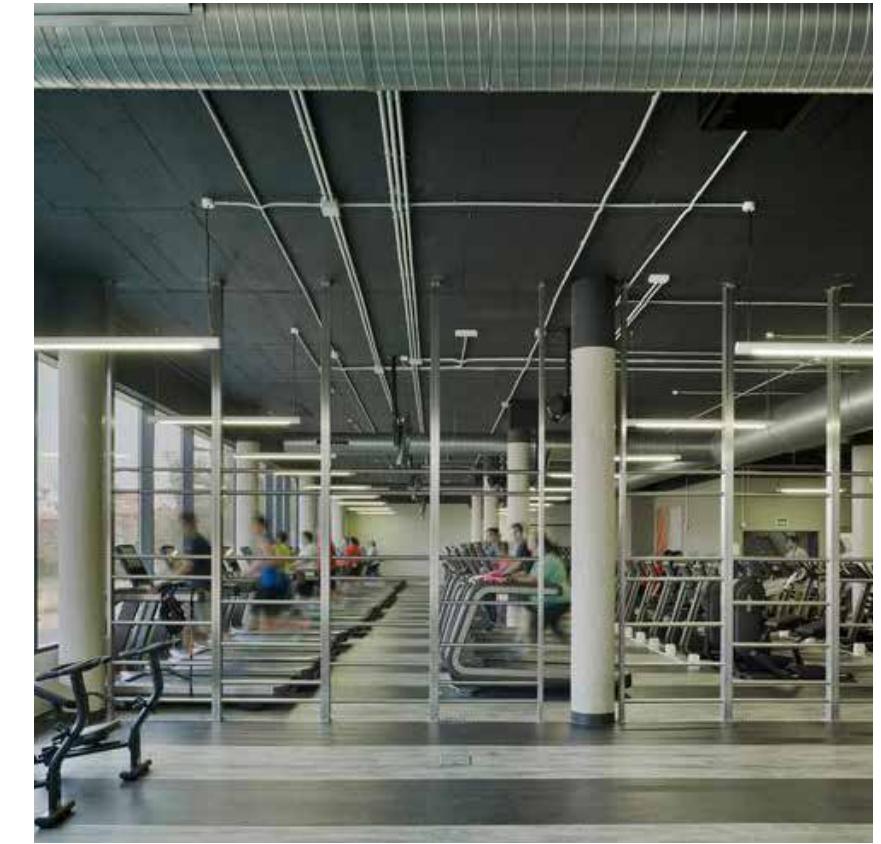
Crunch Fitness
Usa



Planet Wellness Village
Pazzallo, Swiss



Virgin Active
Italy, Singapore, Thailand



Go Fit
Spain



Aquila Basket
Italy



Manchester City
Uk



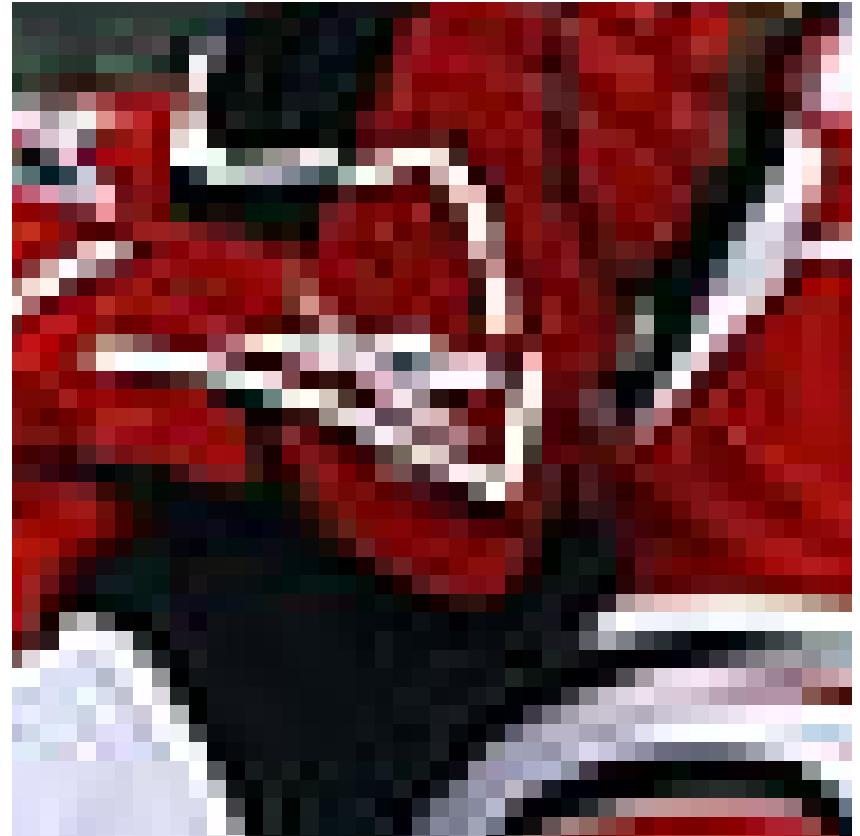
Mets
Usa



San Francisco 49ers
Usa



Cleveland Cavaliers
Usa



Carolina Hurricanes
Usa

STARPOOL

*Pro
Sport*



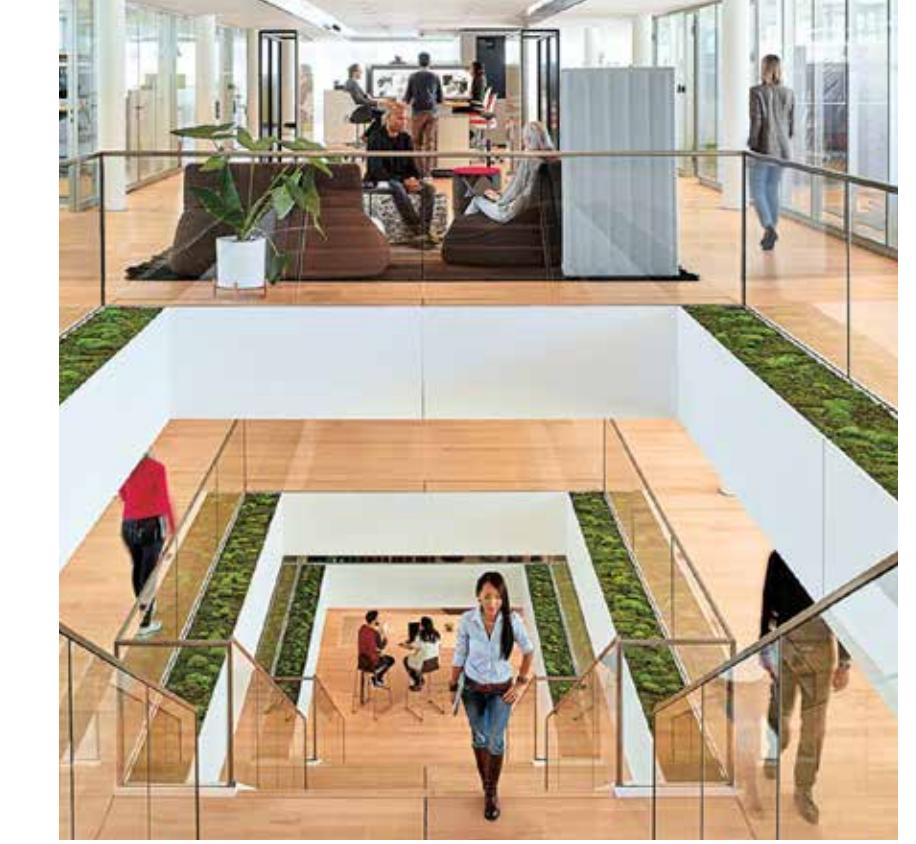
Corporate



Brandnamic
Bressanone, Italy



Nestlè Group
Vevey, Swiss



Steelcase
Monaco, Germany

STARPOOL

wellness concept

starpool.com