



Welcome to a new dimension of Wellness

**STARPOOL**

wellness concept

# *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*

# *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.



STARPOOL

# *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 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.



STARPOOL

# *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



# *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.

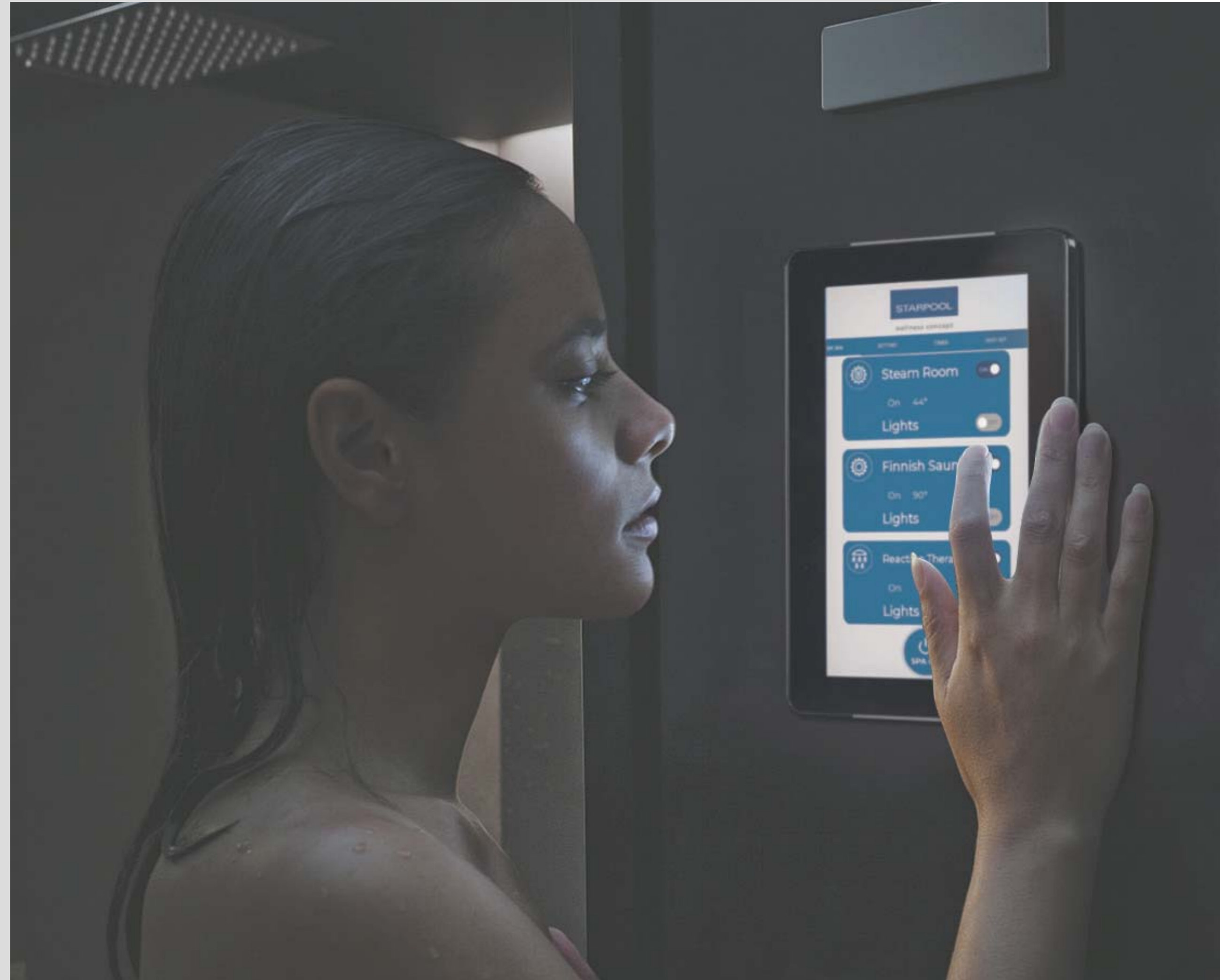
By putting **technological innovation at the service of people's well-being**, we were able to develop cutting-edge products for the world of spas, health and prevention, and self-care.

ECO-SPA TECHNOLOGY

GREEN PACK

MY W-PLACE

SIM 4.0



# *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.

138  Co-workers

4  Foreign branches

22  Distributors

86  Countries

+4500  Spas

+1000  Products in a year

16  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.**

## *Heat*

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

## *Water*

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

## *Rest*

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

# 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



# *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.



STARPOOL

# *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





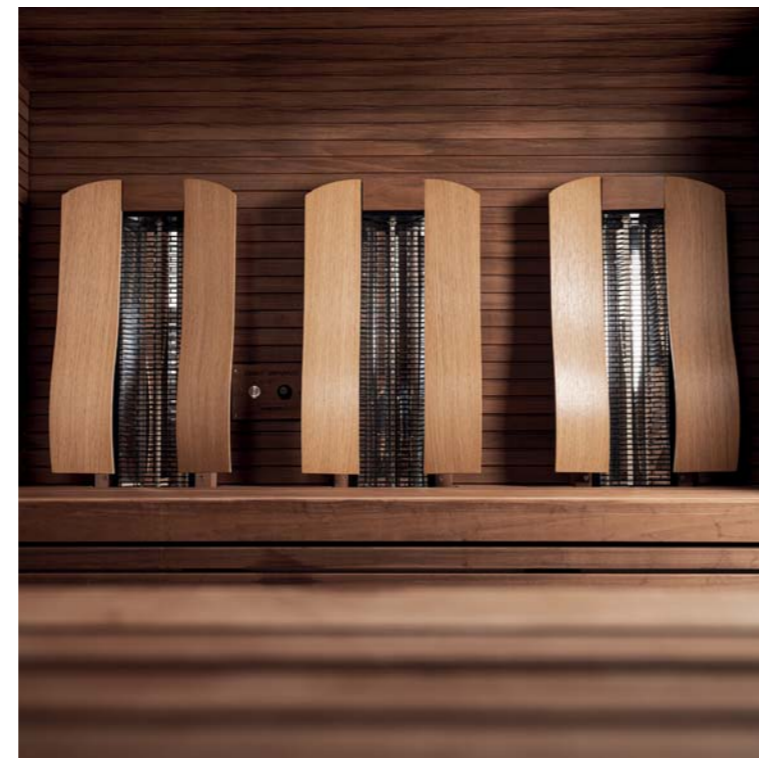
*Our  
Wellness  
offer*



*Finnish  
Sauna*



*Soft  
Sauna*



*Infrared  
Therapy*



*Steam  
Room*



*Mediterranean  
Bath*



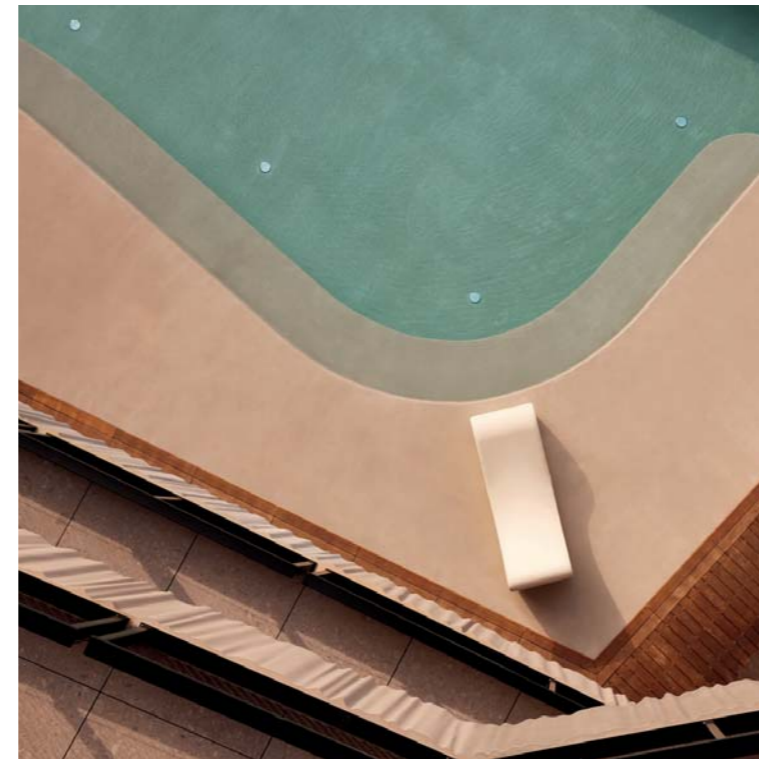
*Experience  
Shower*



*Kneipp  
Therapy*



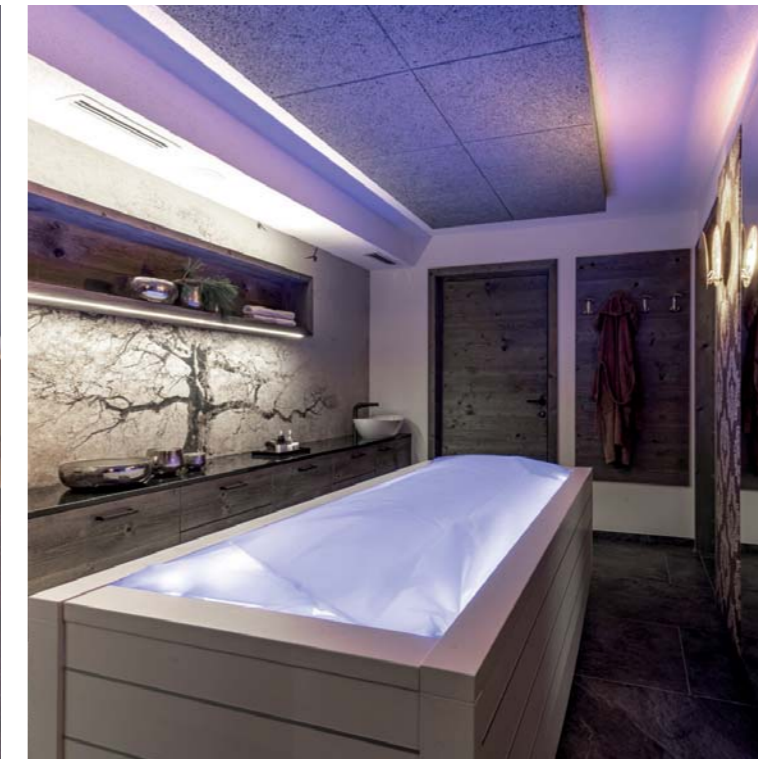
*Reaction  
Therapy*



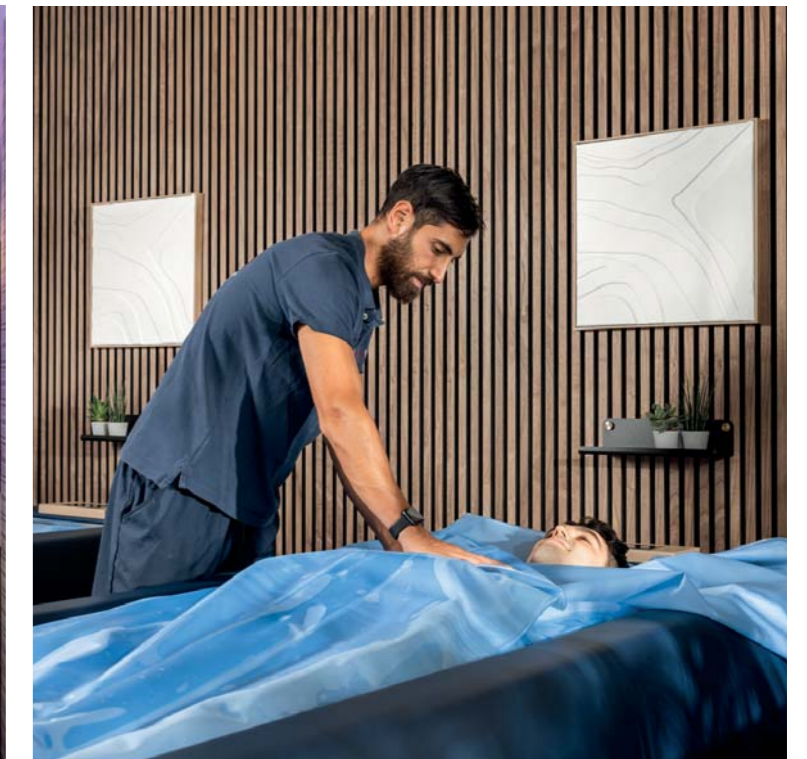
*Pool*



*Relax*



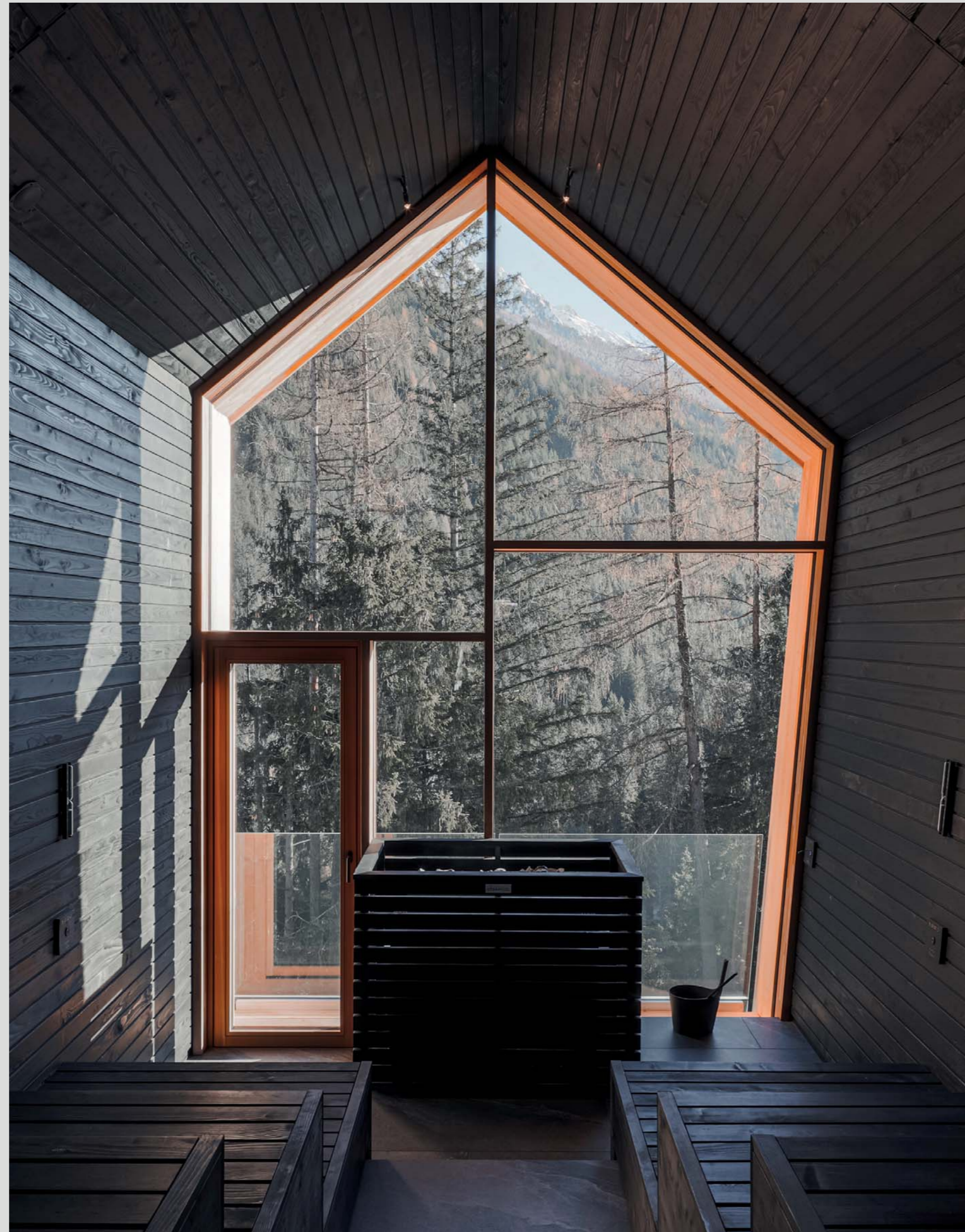
*Beauty  
Care*



*Health  
Innovation*

STARPOOL

# *Finnish Sauna*



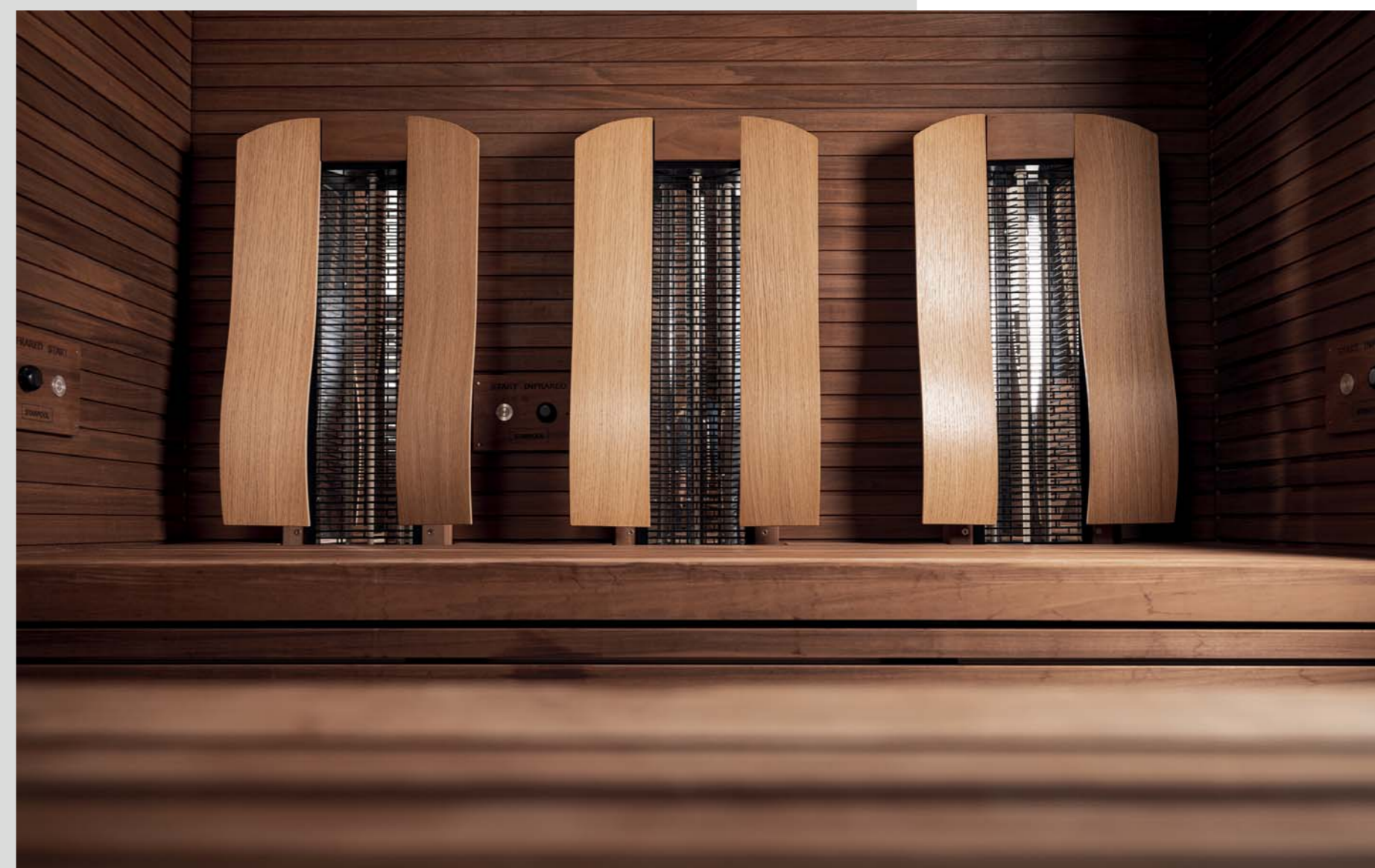
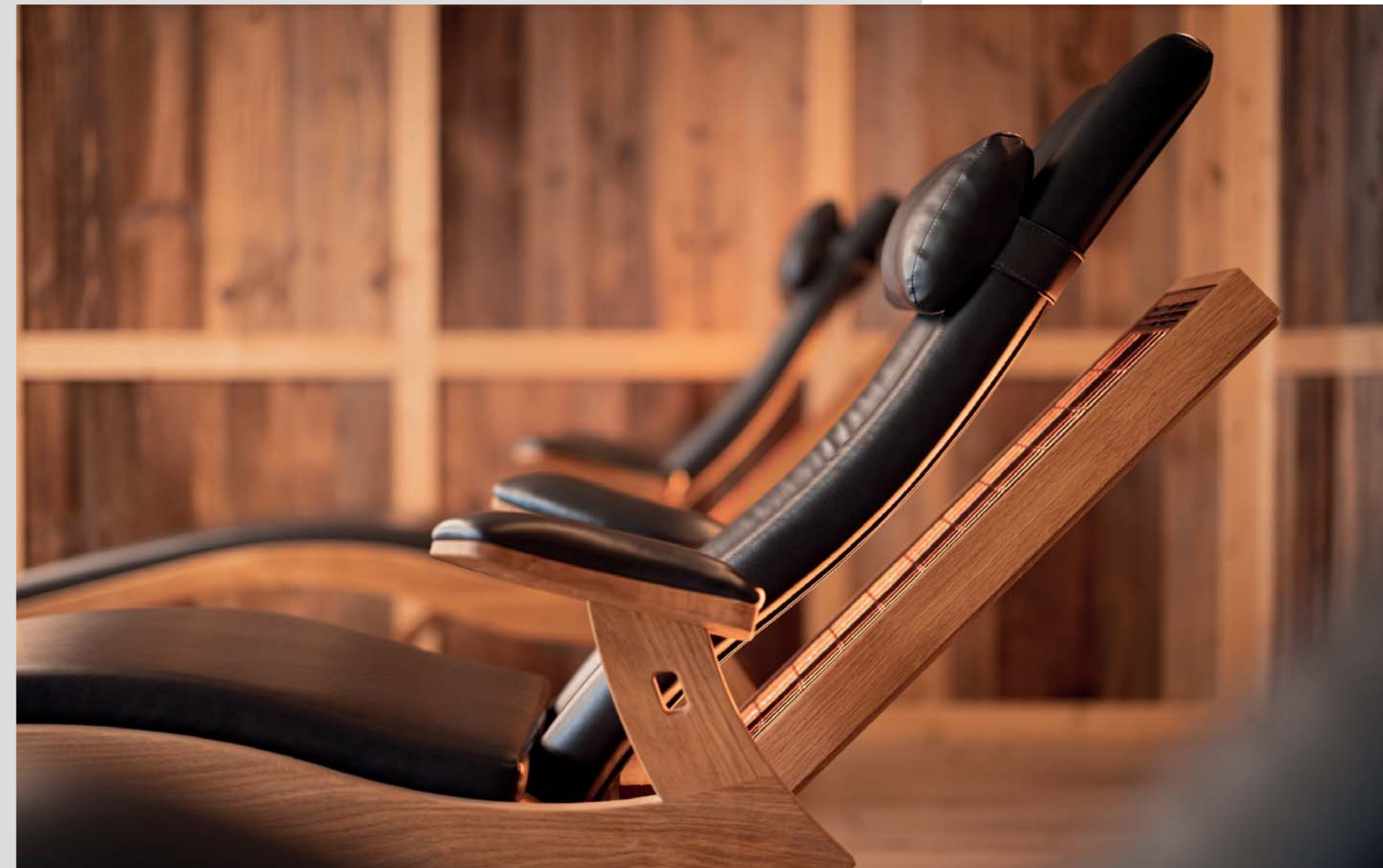


STARPOOL

# *Soft Sauna*

STARPOOL

# *Infrared Therapy*



STARPOOL

# Steam Room



STARPOOL

# *Mediterranean Bath*





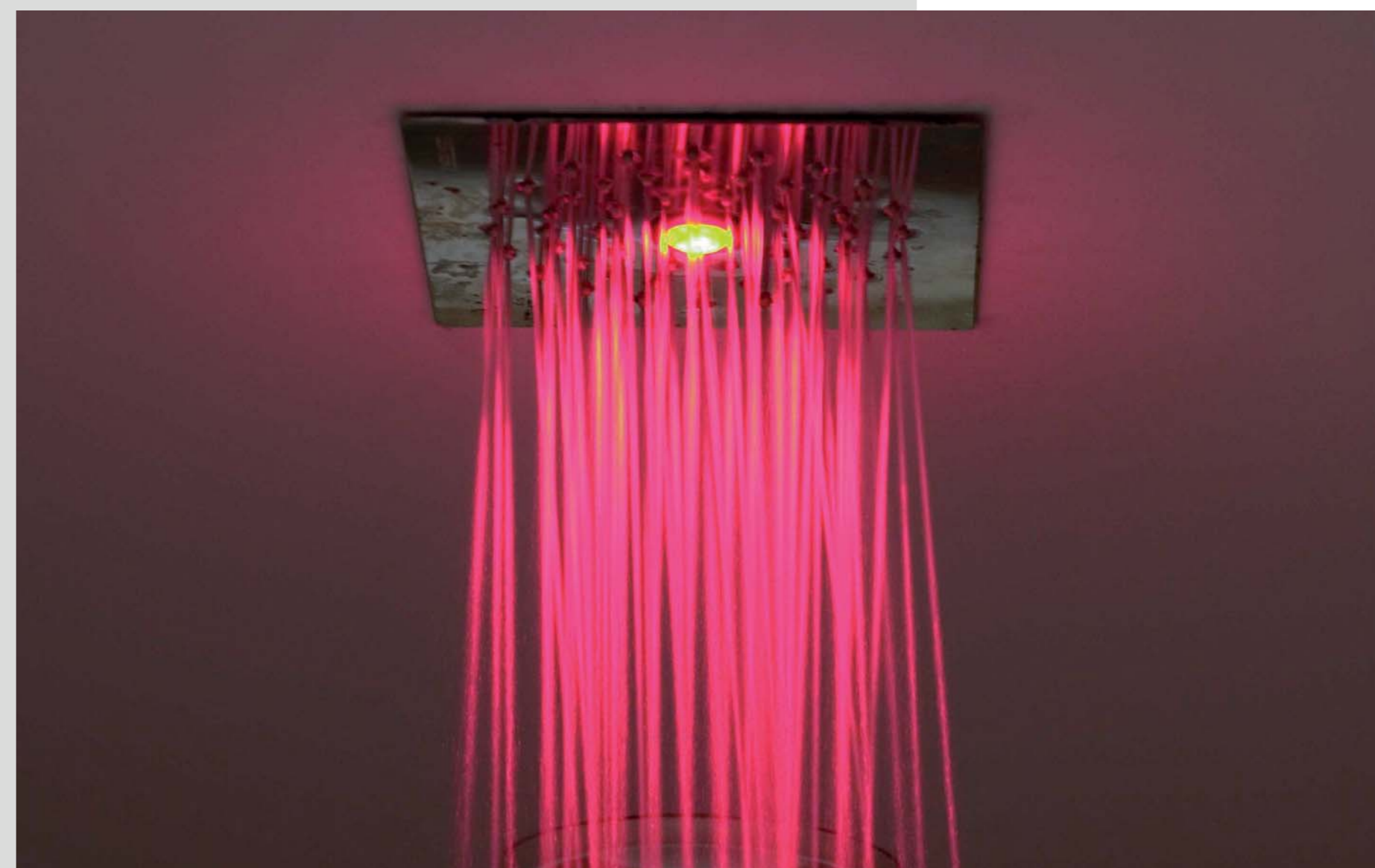
STARPOOL

# *Kneipp Therapy*



STARPOOL

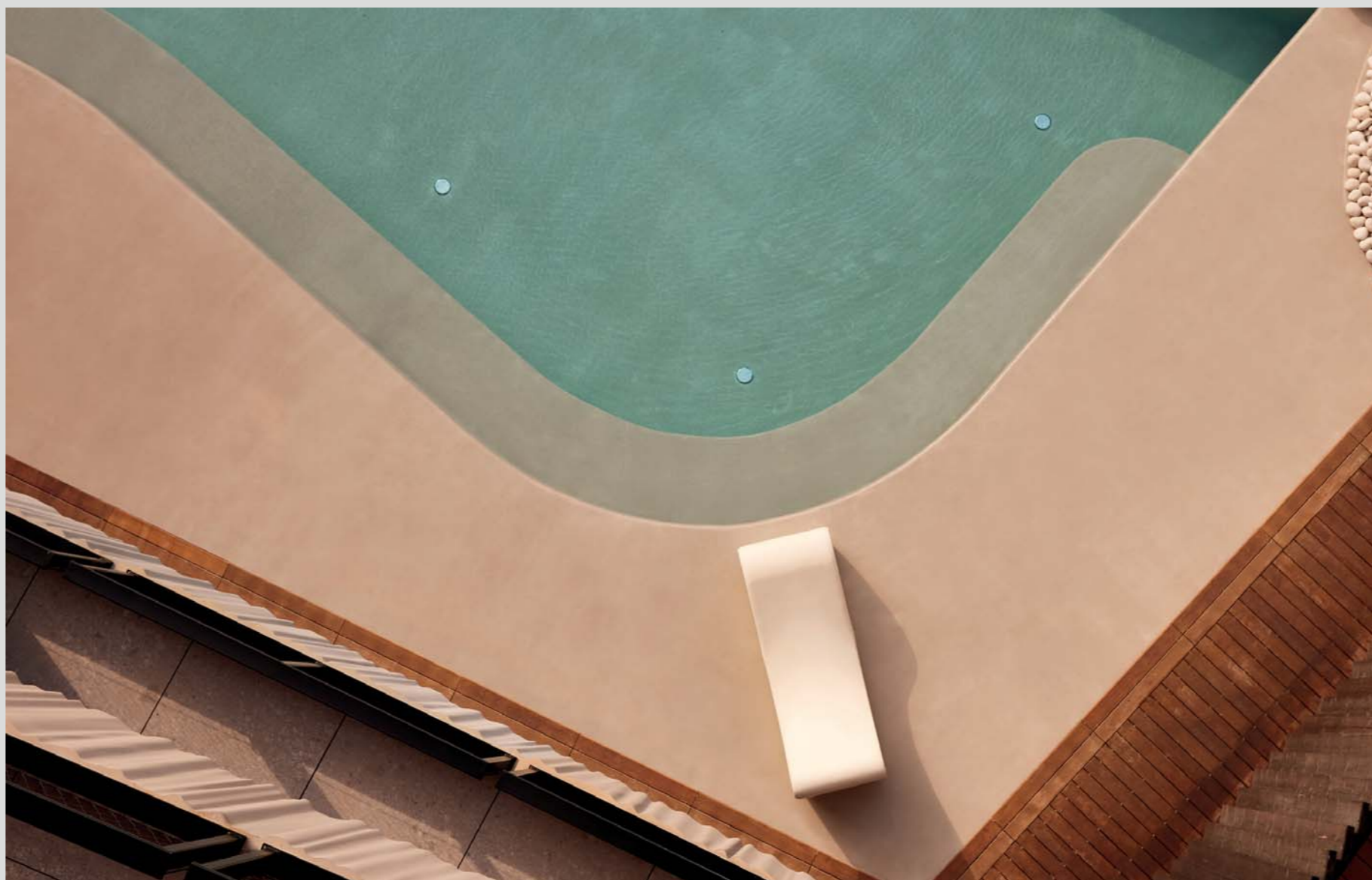
# *Reaction Therapy*





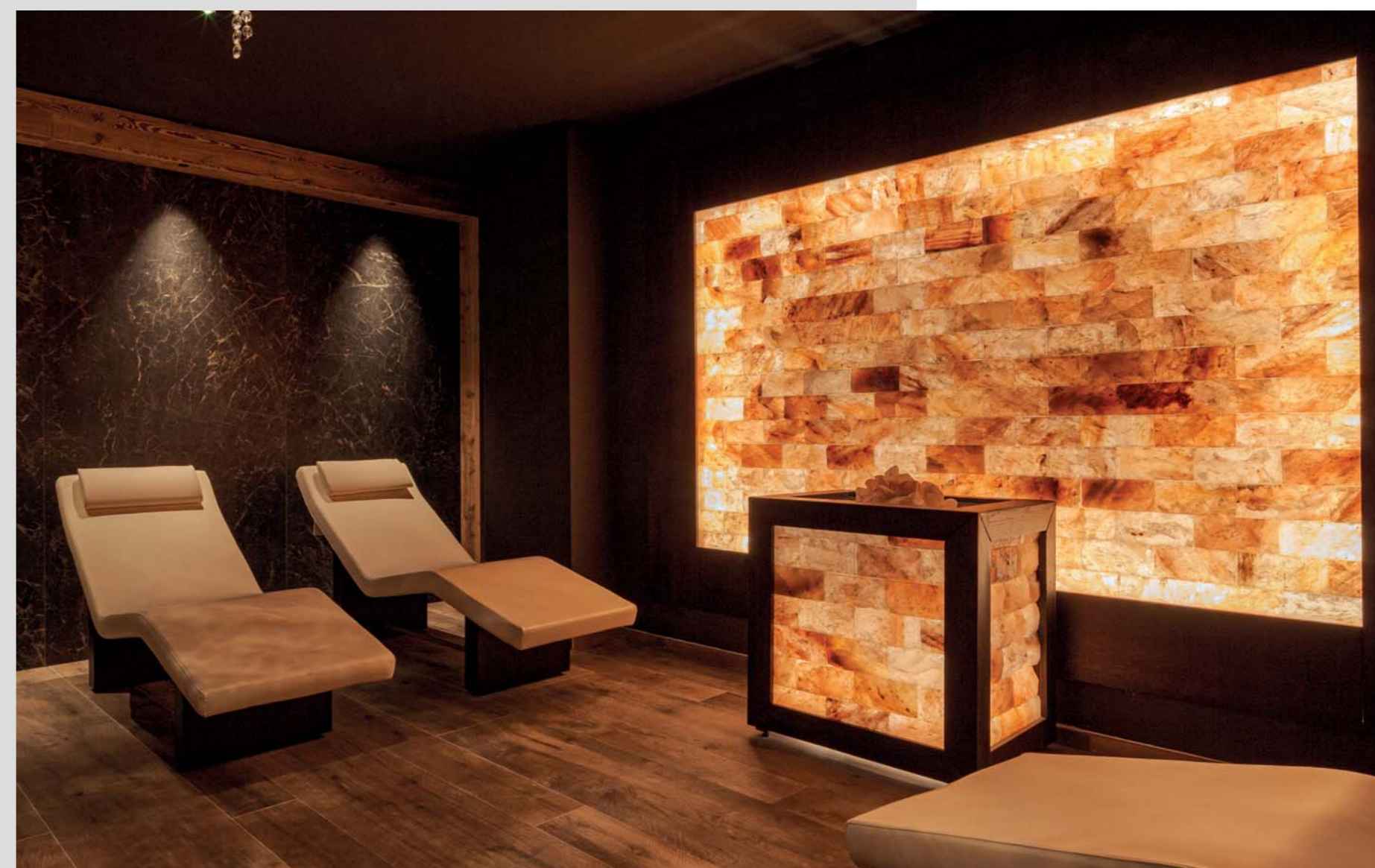
STARPOOL

# *Pool*



STARPOOL

*Relax*





STARPOOL

# Beauty Care

STARPOOL

# Health Innovation





*Our  
Wellness  
concept*



### SPA\_SYSTEM PRO

The method of use of the spa validated by scientific research

Ideal for:  
**Hotel, Day Spa**



### RECHARGE ROOM

Innovation and science applied to Corporate Wellness

Ideal for:  
**Corporations, Business Hotels**



### LONGEVITY SPA

Innovation and science for preventive and anti-ageing care

Ideal for:  
**Beauty Centres, Hotels, Day Spas**



### RECOVERY STATION RECOVERY CLASS

Sport recovery integrated in amateur training

Ideal for:  
**Gyms, Active Hotels**



### RECOVERY LAB RECOVERY ROOM

Recovery and performance optimisation in professional sports

Ideal for:  
**Elite Athletes, sport Teams**



### TREATMENT ROOM

Innovation and science applied to beauty treatments

Ideal for:  
**Beauty Centres, Hotels, Day Spas**



# *References*

STARPOOL

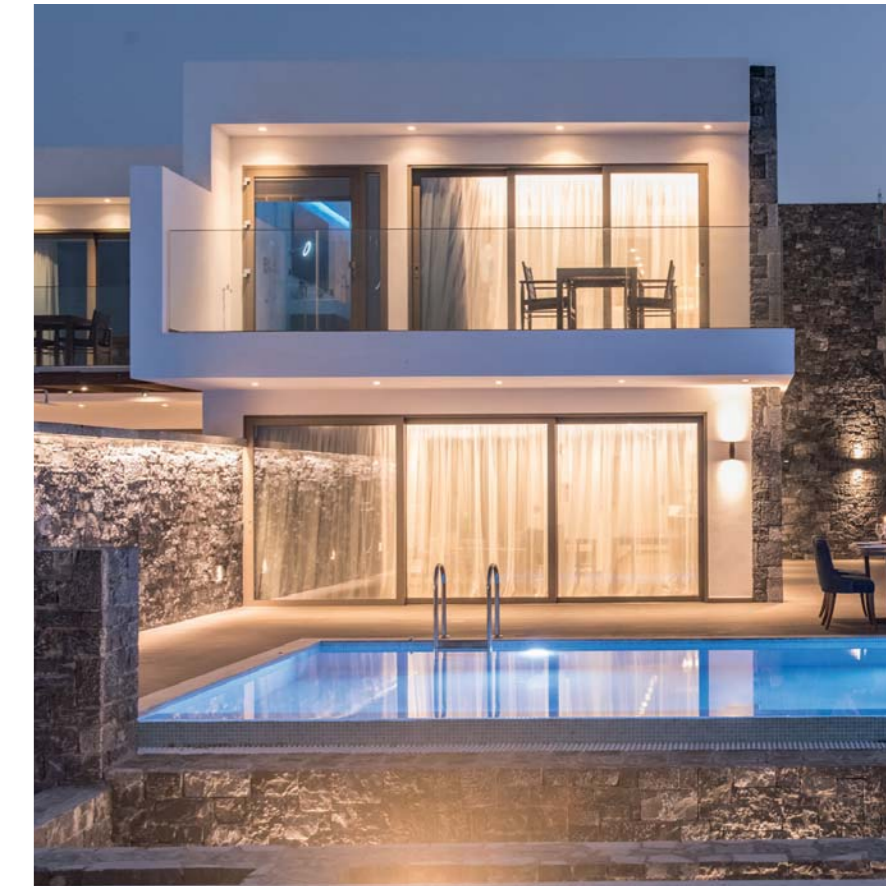
# Hospitality



*Mandarin Oriental*  
Milan, Italy



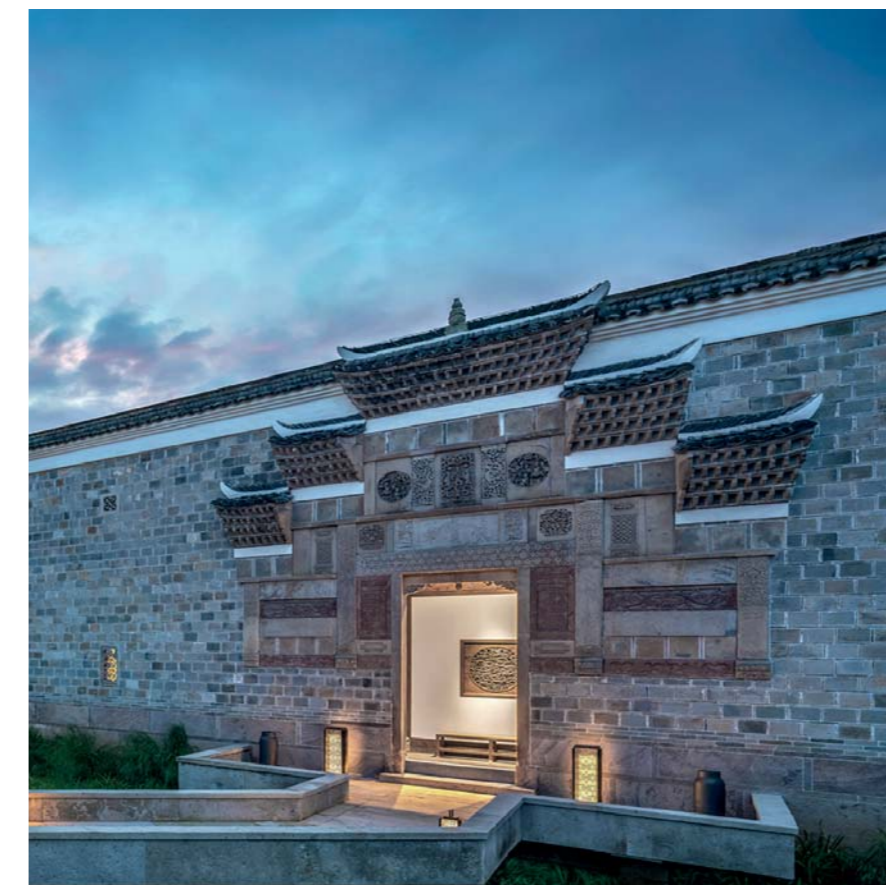
*Grand Park Hotel*  
Rovinj, Croatia



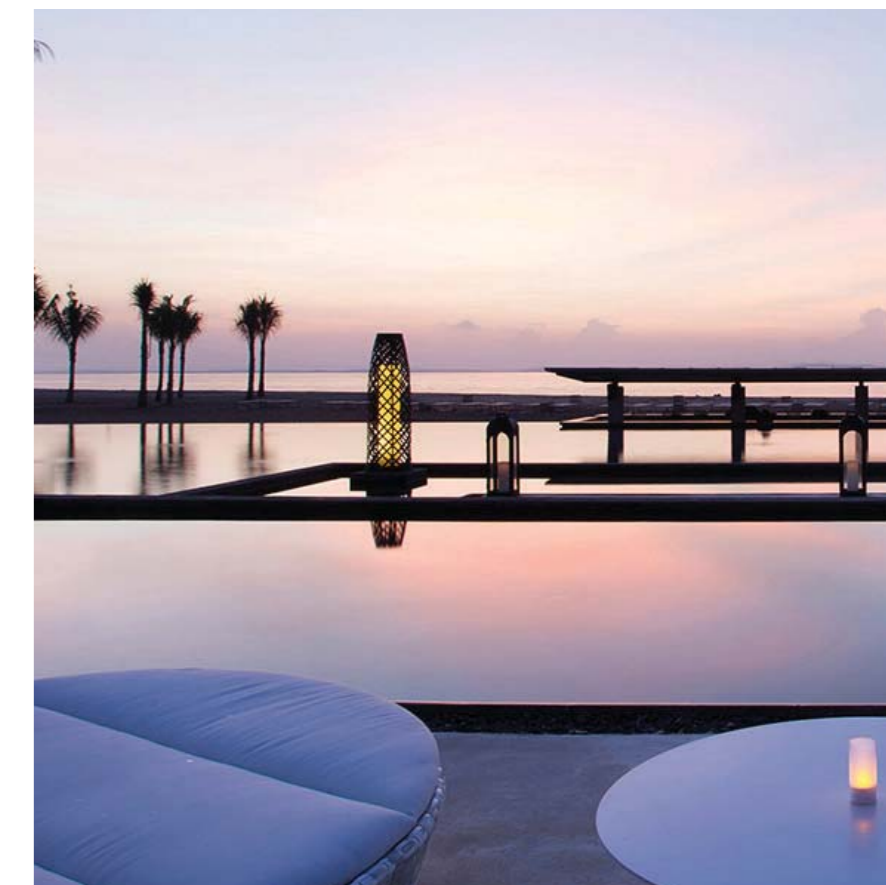
*Nana Princess*  
Crete, Greece



*Atlantis The Palm*  
Dubai, UAE



*Aman*  
Shanghai, China



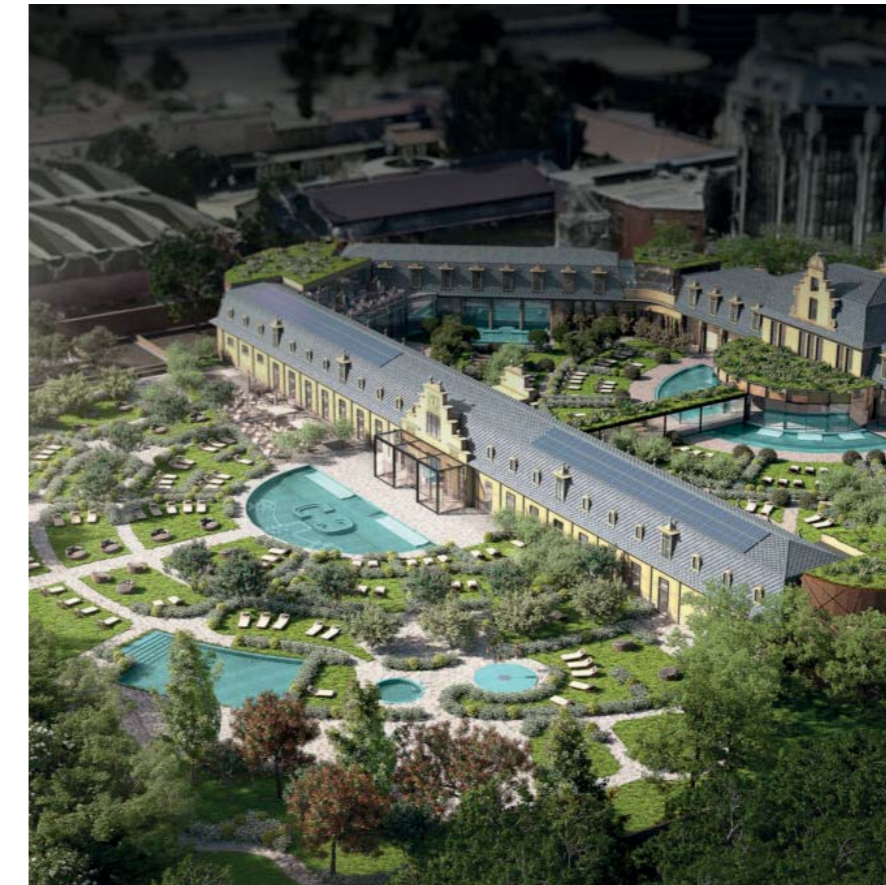
*The Mulia*  
Bali, Indonesia

STARPOOL

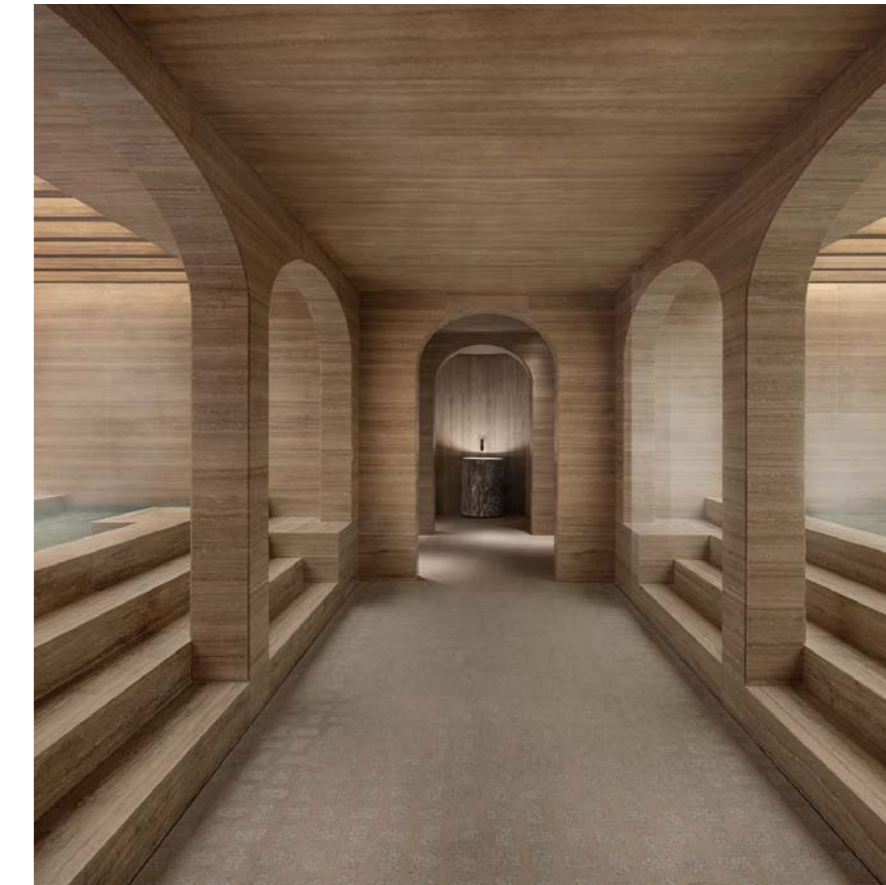
# Hospitality



*Gardena Hotel*  
Ortisei, Italy



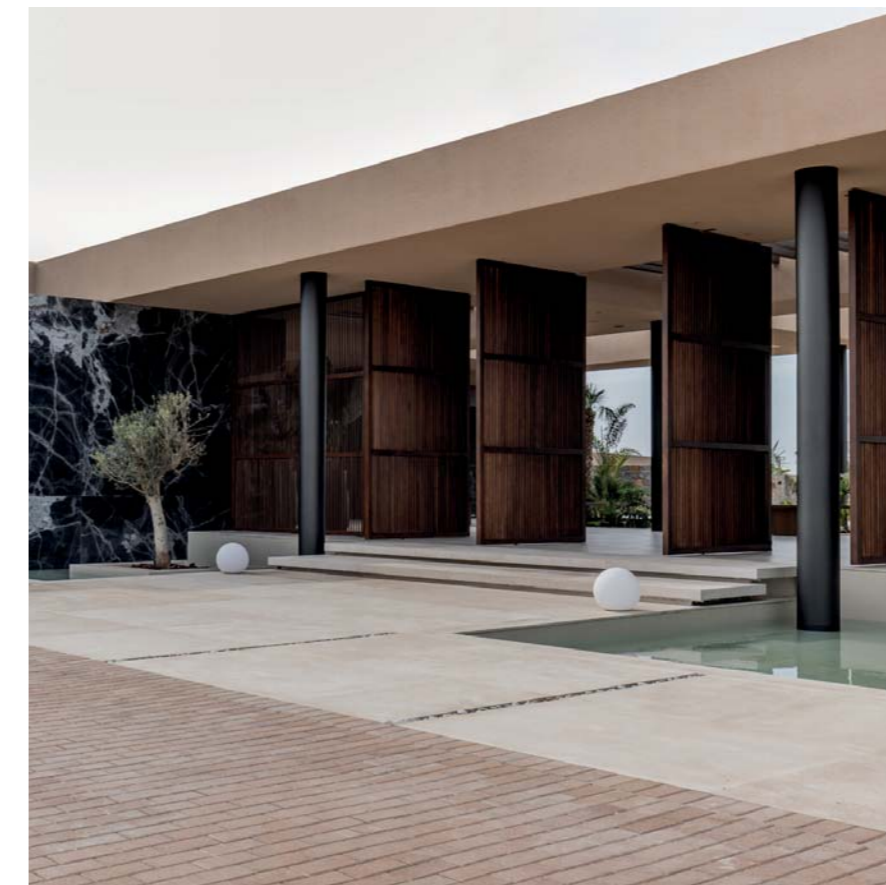
*Scuderie De Montel*  
Milan, Italy



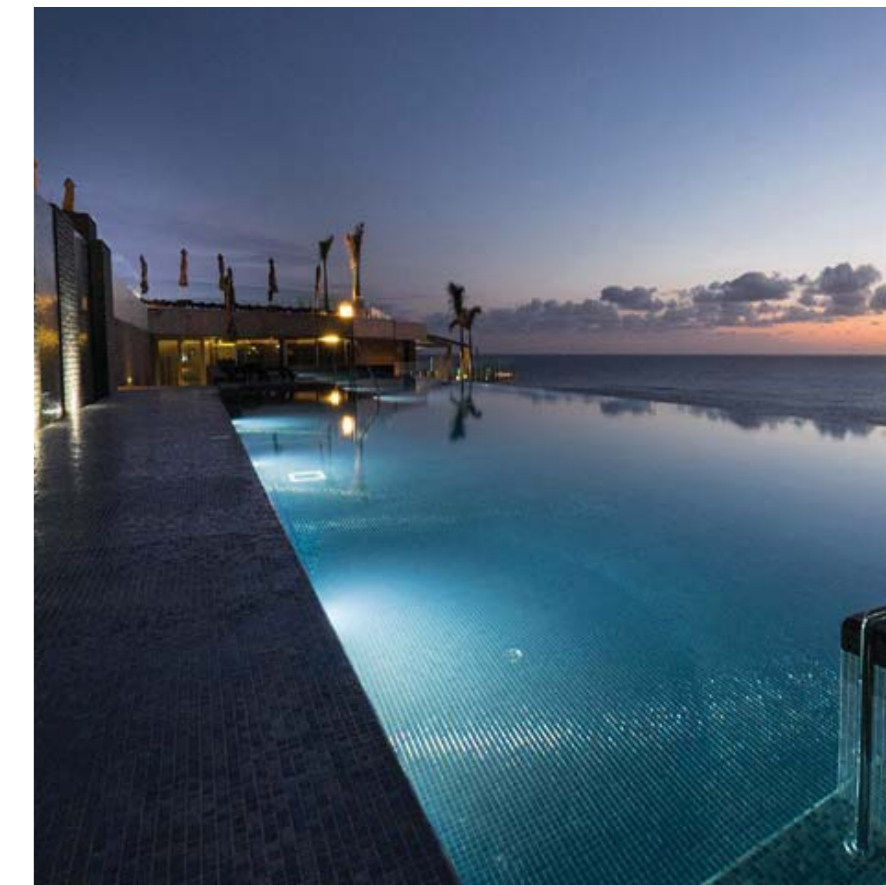
*Six Senses Rome*  
Rome, Italy



*Manna Resort*  
Egna, Italy



*Pnoé Breathing Life*  
Karteros, Greece



*Savoy Saccharum*  
Madeira, Portugal

STARPOOL

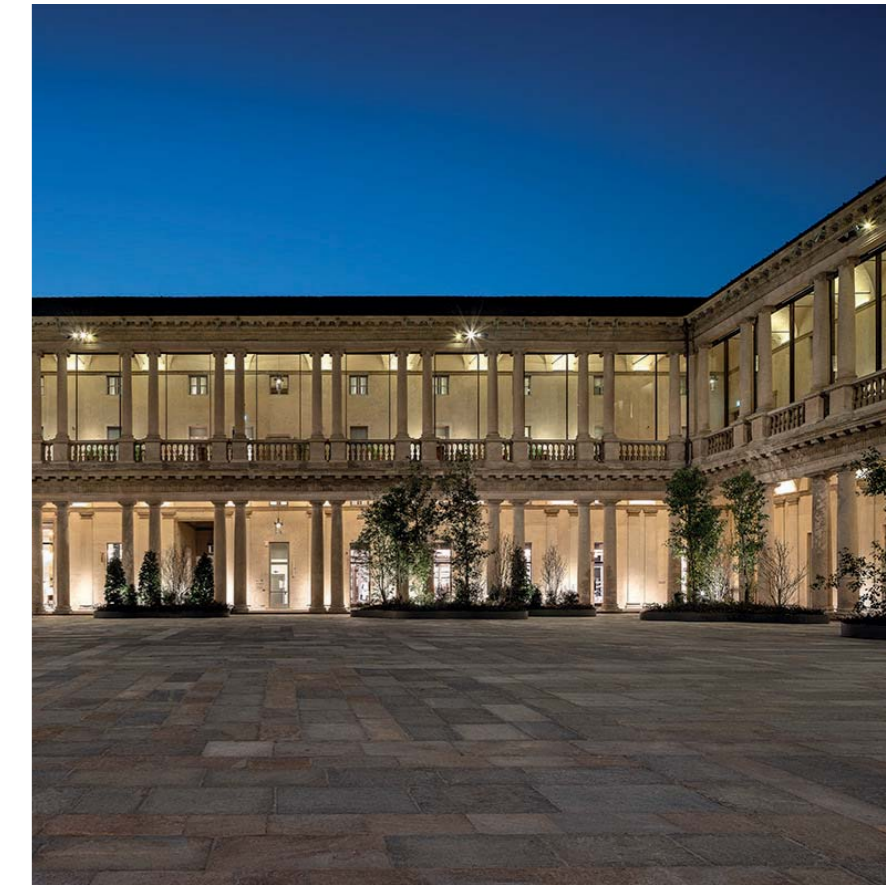
# Hospitality



*Eala Lakeside Dream*  
Limone sul Garda, Italy



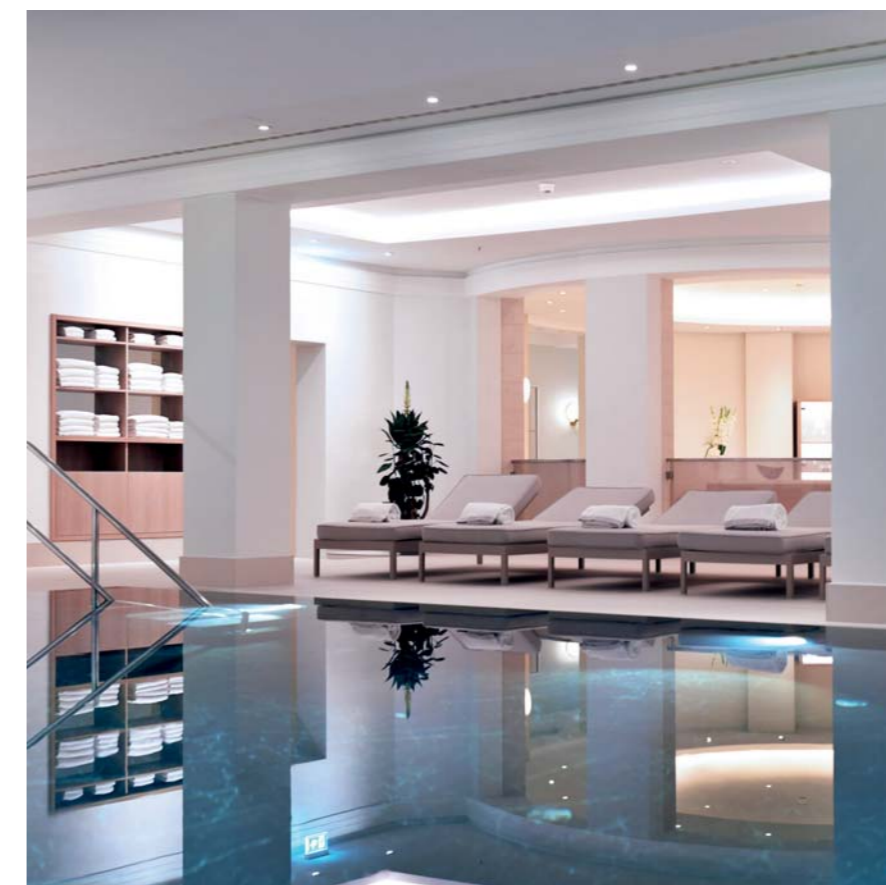
*Bulgari Hotel Roma*  
Rome, Italy



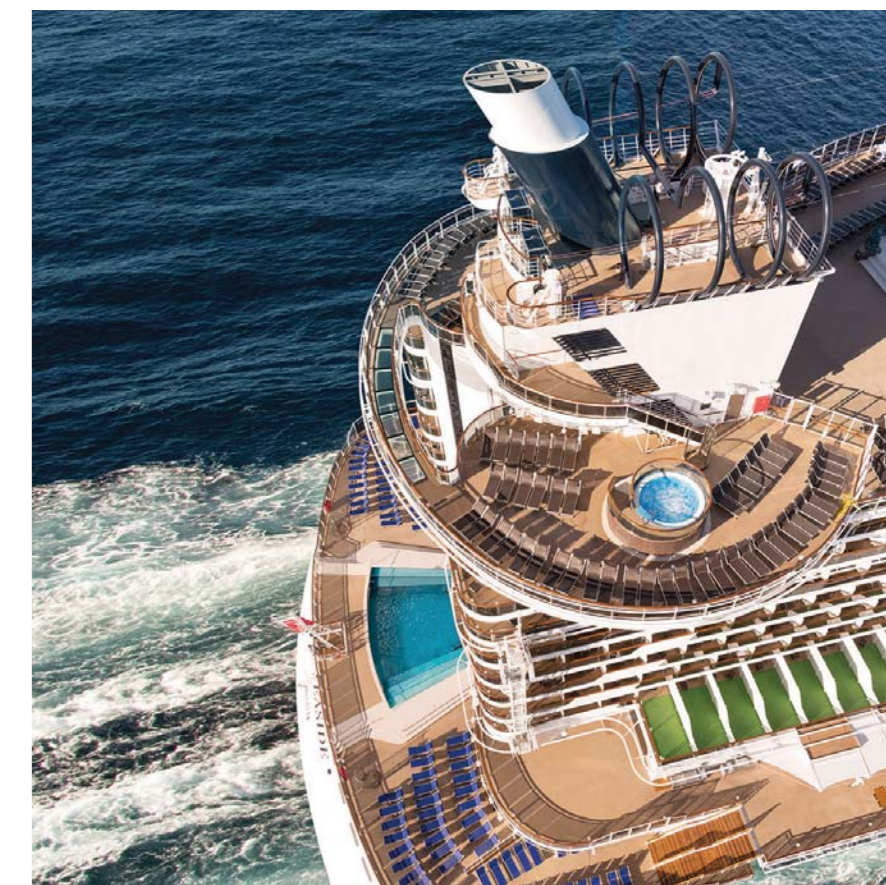
*Portrait Milano*  
Milan, Italy



*Palace Merano*  
Merano, Italy



*Adlon Kempinski*  
Berlin, Germany



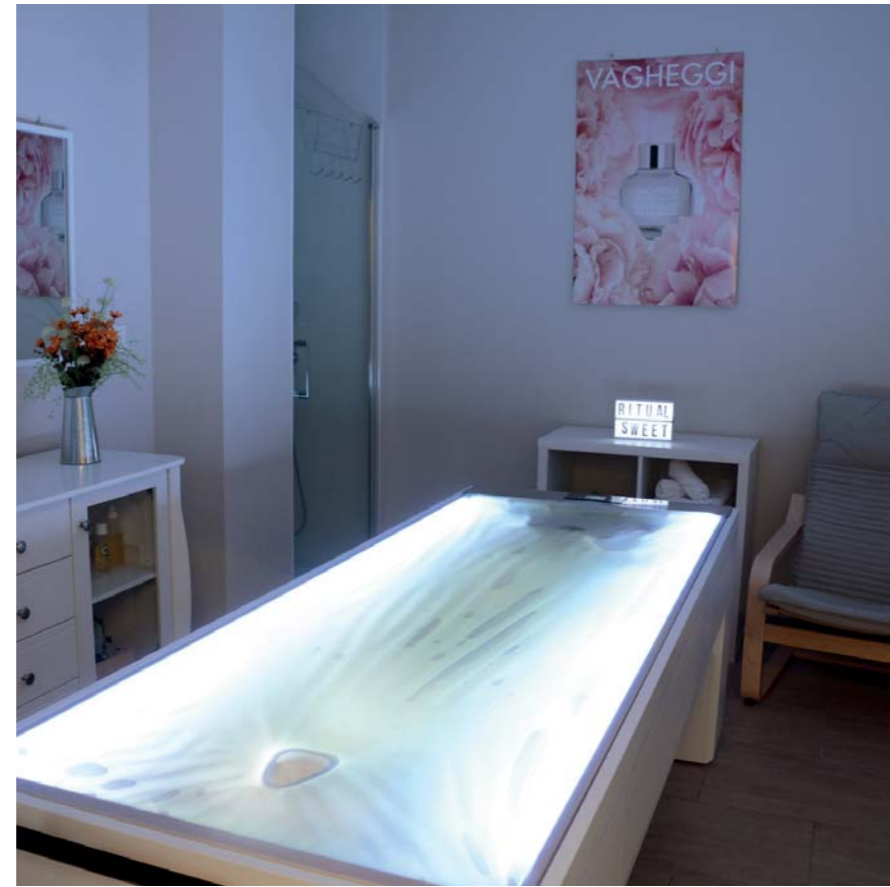
*MSC Crociere*  
Italy

STARPOOL

# Health & Beauty



*Lys de Beauté*  
Sesto Fiorentino, Italy



*Ritual Sweet*  
Elche, Spain



*Helena Beauty Club*  
Sumy, Ukraine



*Alma Clinique*  
Ginevra, Swiss



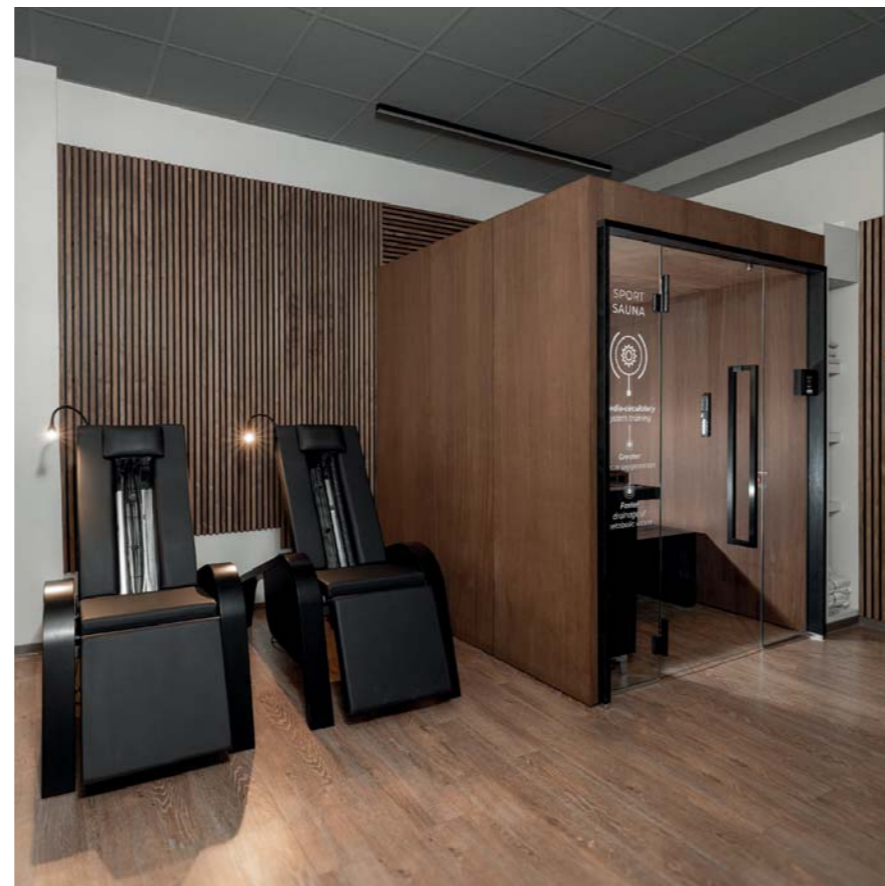
*Clinique La Prairie*  
Clarens-Montreux, Swiss



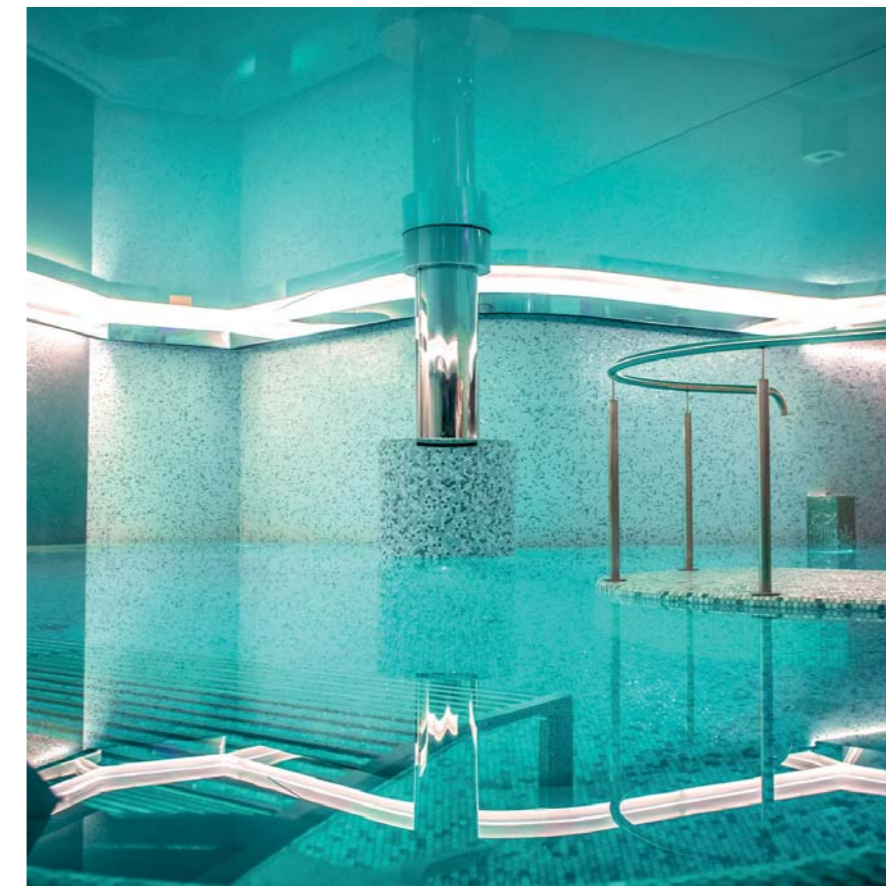
*iCryo Wellness*  
Texas, Usa

STARPOOL

# Fit & Gym



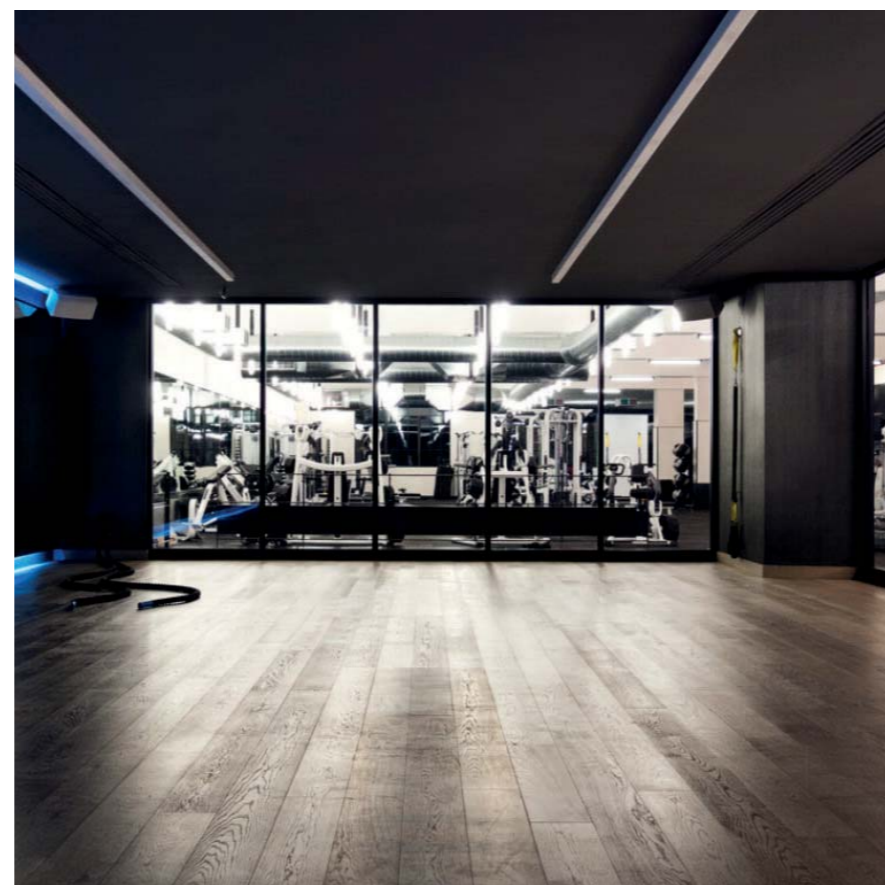
*HealthFarm*  
Florence, Italy



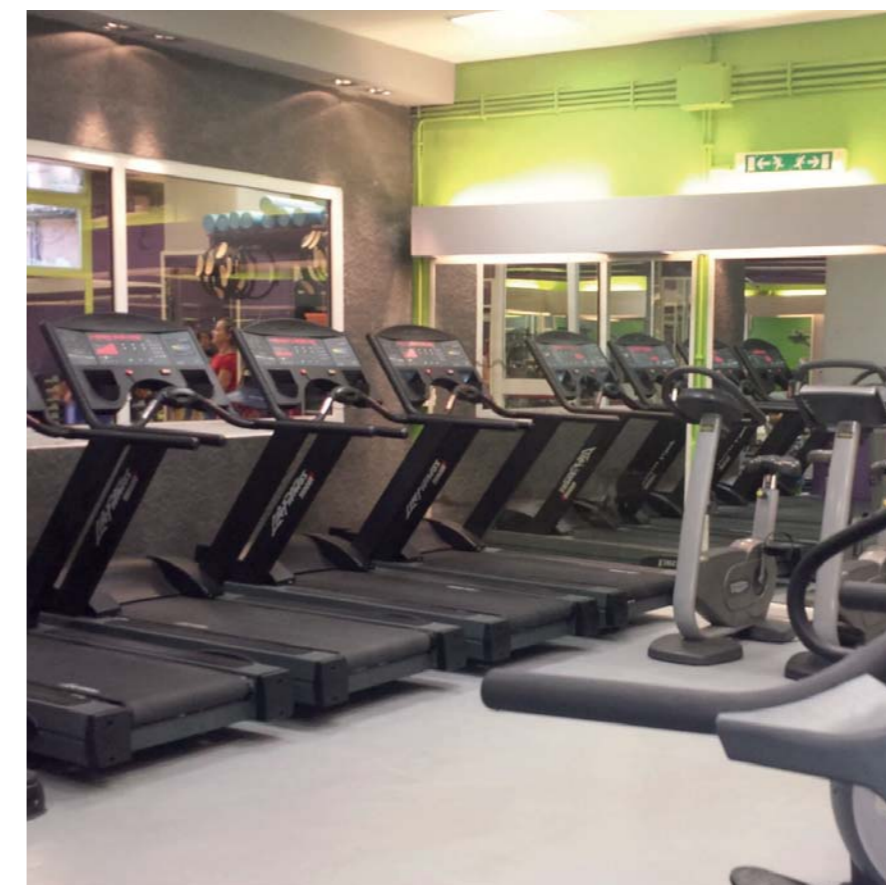
*Planet Wellness Village*  
Pazzallo, Swiss



*Go Fit*  
Spain



*Equinox Fitness Clubs*  
New York, Usa



*Crunch Fitness*  
Usa



*Virgin Active*  
Italy, Singapore, Thailand

*Pro  
Sport*



*Aquila Basket*  
Italy



*Manchester City*  
Uk



*Mets*  
Usa



*San Francisco 49ers*  
Usa



*Cleveland Cavaliers*  
Usa



*Carolina Hurricanes*  
Usa

STARPOOL

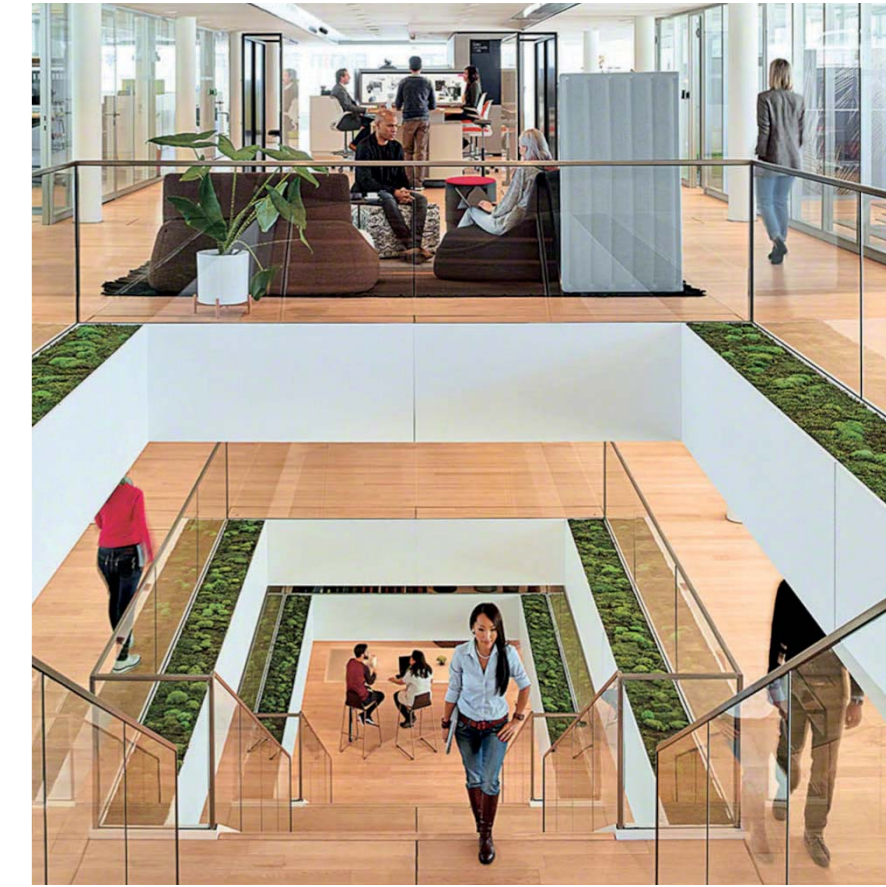
# Corporate



*Brandnamic*  
Bressanone, Italy



*Nestlé Group*  
Vevey, Swiss



*Steelcase*  
Monaco, Germany

**STARPOOL**

wellness concept

[starpool.com](http://starpool.com)